



Thanksgiving

*"Dear the people coming home,
Dear glad faces long away,
Dear the merry cries, and dear
All the glad and happy play.
Dear the thanks, too, that we give
For all of this, Thanksgiving Day."*

—Spofford

OCTOBER, 1949

Eaton Catalogue Breaks a Record!

Mail Order's 1949-1950 Fall and Winter Number Biggest Yet

The tremendous production job involved in creating Eaton catalogues can only be fully realized by those who spend their lives in this work. It is a fascinating story that would take pages to tell. "Flash," of Toronto, gives the following brief, but comprehensive, outline of the new catalogue under the heading:

"AN EATON BIGGEST!"

"The mail order is proud to announce something new—a strapping three-pound-plus Fall and Winter catalogue with more pages than any Eaton catalogue of the past.

"Disproving the old theory that good things come in small quantities, the new book has 646 pages of merchandise from important world markets.

"The 1949-1950 edition betters by six pages the 640-page record set by the Winnipeg catalogue of 1920-1921. But whereas the former title-holder had only 94 colour pages, the new book has 119—also a record.

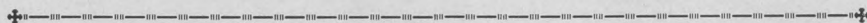
"Furthermore, except for the 32-page index form at the end of the book, the present catalogue is printed on good quality coated paper, giving it, more than ever, the appearance of a slick fashion magazine—which is almost what it is. The book took six months to prepare, requiring over a thousand tons of paper and 36 tons of ink for the actual printing.

"Two new Claybourn sheet-fed presses were put in operation to have the catalogue printed in time for scheduled distribution to Eaton's mail order customers. Even before their installation, the Company maintained one of the largest batteries of presses in Canada.

"The new book is a striking example of the most modern trends in artwork, photography, engraving, printing and the host of allied skills that go into production work of this type. It bears slight resemblance to the catalogues of only a few years ago, though the same fine quality of merchandise still is there—in far greater quantity.

"The increase in size over the previous Fall and Winter book—68 pages—is reflected in almost every line of goods. Where last year there were eight pages of stoves and heating equipment, there now are 11. Pages devoted to kitchen utensils have been increased from eight to 10. Skating outfits number 20, as compared to only 11 a year ago.

"And so it is with men's and women's fashions, shoes, musical instruments, home furnishings, electrical appliances and all the other appurtenances of gracious living for which Eaton's has become known."



COMMENCING IN OCTOBER

THE GOVERNMENT OF CANADA WILL OFFER

CANADA SAVINGS BONDS

(Series No. 4)

For the purpose of promoting habits of regular saving among Canadian people.

For further information, communicate with the General Office,
sixth floor (Mr. W. A. McNaught).



THE SCENE IS CHANGED...

An Open Letter to a High School Graduate

Dear Miss Muffet:

Do you remember one day this summer when you and the girl friend were sitting on the beach twiddling your pretty painted toes in the sand and discussing the future? "Now that you've finished high school, what are you going to do?" asked the girl friend.

"Me?" you replied. "Oh, I guess I'll get me a selling job in one of the big stores—there's nothing much to that!"

Nothing much to selling? That's what you think, little Miss Muffet—and you're not to blame for thinking it.

The war years and their aftermath were responsible for much of the flabby, unskilled service that has passed for salesmanship during the last decade. It *was* a seller's market—goods were in short supply, many young people you've met on the selling front learned little or nothing about the fine art of salesmanship—they became mere order takers.

Today the scene is changed. Goods are starting to pile up on shelves—it's becoming a buyers' market again—prices are pointing downward—business is dressing up its service—*efficiency in operation* is the watchword!

So, little Miss Muffet, if you're thinking of a career in selling (and few careers can be more fascinating and profitable) first get this into your pretty little head: *In the department store business, service is not only an ideal, it is an iron necessity. We must be of use to the world if we want the world to pay us. If we want to "go places" we must first equip ourselves to give valuable service, because it is the wants of our customers that give us our positions.*

BRUSH UP AND STEP UP!—"Nothing much to selling?" The quicker you forget that, the quicker you'll advance. Salesmanship is now a recognized *profession*—not just a job. Those who are making themselves the most efficient in it are going ahead, while those who care nothing for improvement are being left behind.

In the selling profession it's most important to *Know Your Goods!* Get the story behind them! You can't sell goods intelligently if you don't know and understand them, anymore than you can order a meal from a menu card printed in Arabic. You'll find the store's educational library an invaluable source of information... seek out your head of department and ask him, also.

Knowledge opens the door to *Enthusiasm*—and enthusiasm is the best remedy for boredom or indifference—it helps you to overcome fear and self-consciousness.

Yes, enthusiasm is a real factor in your success—it is contagious like a smile—it glorifies your goods in the eyes of your customer. "*The man who is fired with enthusiasm is seldom fired by the boss,*" said Elbert Hubbard.

Now comes the *APPROACH*. A good approach is half the battle. "May I help you?" is courteous, but lacks imagination. "Something for you?" might well bring the retort, "Oh, no, I just felt lonely and dropped in to see how you were!" The *GOOD APPROACH* such as "Good morning! That's a lovely piece of material you have in your hand"—indicates that as a saleswoman you are alert, enjoy serving the customer, and are using your imagination.

Building up sales by suggesting other lines in your department is one of the most fascinating experiences—and an indication that you are a top-bracket sales specialist.

"*Trading Up*" or trying to sell higher quality merchandise is a compliment to your customer's taste; also the aim and pride of the skilled salesperson.

Remembering names and faces, greeting every customer with a smile whether they make a purchase or not—*Courtesy always*—these, little Miss Muffet, are but a few points that should help to convince you that *there is really a lot to selling*—a field from which many have risen to command big business.

Smart Salespeople Get the Story
Behind Their Goods



Suggestion
Builds Up
Sales

Finally, it's a good thing to remember that the gal who always figures out the next step for herself, moves faster than the girl who waits for the next opening.

The best of luck, little Miss Muffet,
and **GOOD SELLING!**



Left to right: Mr. F. B. Walls, vice-president, Montreal; Mrs. Walls; Mr. J. D. Eaton, president; Mr. F. Locke, superintendent, Montreal; Mr. J. Ross Jenkins, vice-president, The T. Eaton Co. Limited, British Columbia.

Forty Years of Distinguished Service

MR. F. B. WALLS HONOURED BY ASSOCIATES AT MONTREAL

A despatch from Montreal announces that Mr. Frederick B. Walls, a vice-president of The T. Eaton Co. Limited and General Manager of the Montreal store, completed 40 years with the Company on September 8.

The occasion was marked that evening in the ninth floor restaurant at store closing, when a presentation of a Jensen silver tea and coffee service was made on behalf of the supervisors and managers of the Montreal store, factory and buying office.

Mr. John Clifford, as chairman, in making the presentation, paid sincere tribute to the guest of honour, summarizing the highlights of his distinguished career with the Company. *"You are a grand example of the success and achievement that comes to an individual who earns it, and a great inspiration to all members of this Eaton organization, particularly the younger generation who cannot help but realize that great opportunities are attainable to those who work for them."*

"A Great Credit to the Company and to Canada"

"Mr. Walls," continued the speaker, "also found time to shoulder a few jobs during the recent world war. His major job, of course, had been assistant to Donald Gordon. As co-ordinator of the Textile and Clothing Administration of the Wartime Prices and Trade Board, he was kept hustling on a national scale, and handled the job with marked distinction.

"Prior to this, his activity in the Atlantic Ferry Service was particularly outstanding. These and other war services, too numerous to mention, were formally recognized in 1945 when he was presented with the C.B.E. by Viscount Alexander. In 1943, he was made a knight of the Order of St. John of Jerusalem for his support of first aid work in Canada.

"During the war Mr. Walls also found time to maintain a constant interest in, and was a big supporter of, the many war auxiliary undertakings of the staff. He, of course, always extended great encouragement to those members of the Eaton staff in the armed forces, and was particularly interested in the welfare of their families as well.

"Truly, Mr. Walls has been, and still is, a great credit to the Company and to Canada."

Mr. John David Eaton, president of the Company, attended the ceremony and extended his felicitations to Mr. Walls on behalf of the directors of the Company.

Mr. J. Ross Jenkins, vice-president, The T. Eaton Co. Limited, British Columbia, also attended.

(Continued on Page Three)

Wanted—New Ideas!

Valuable Cash Awards Await Eatonians Who Can Provide Them

The success and permanent strength of this business depend largely upon the constant turnover of new ideas. We must be ever alert to new ways to: *improve service; make shopping at Eaton's still more interesting; improve our system; cut costs; reduce accidents; stop waste.*



Suggestion Prize Winners

Seated: Allan Farquhar. Inset: Frank Heath.
Standing: Edward Matthews and Orson Cain.

Congratulations to This Quartette of Recent Prize Winners

Mr. A. A. Farquhar (printing).

Mr. Frank Heath (typewriter repairs).

Mr. O. Cain (head of department, men's furnishings).

Mr. E. Matthews (cartage).

Could you use \$100.00? That's the "folding money" Allan Farquhar won for his suggestion . . . while Frank Heath's idea rang the bell for \$25.00. Orson ("Jerry") Cain (who has popped up with prize-winning ideas several times before) and Ed Matthews were also granted awards that will make them eligible for the Company-wide contest with its \$1400.00 in EXTRA CASH PRIZES!

Have you a "brain wave" or even a modest idea that you think would be helpful? Don't keep it bottled up. Think it through carefully; write it down on a suggestion form and drop it in the Suggestion Box (time offices). **YOU NEVER KNOW**—it may be a WINNER!

Lady Eaton Named Dame of Grace

It was recently announced that Lady Eaton has been admitted as a Dame of Grace in the venerable order of the Hospital of St. John of Jerusalem.

Winnipeg Eatonians are proud of this new honour bestowed upon Lady Eaton and add their felicitations to those that will be extended by staff members throughout the Company.

Thank You, Mr. McCrea!

"I AM A SALESMAN," which appears on the back cover of Contacts, was kindly sent to us from Mr. Arthur McCrea of

Toronto. This timely article, reprinted from the "Curtis Courier," Hartford, Conn., will have a strong appeal to those on the selling front.

This is one of several inspirational pieces thoughtfully sent to us over the years by Mr. McCrea. Thank you, sir!

RECENT APPOINTMENTS

Winnipeg

Sales Audit Office—

MR. L. CROFT, head of department.

Department W171—Freight Transport:

MR. A. TISDALE, assistant.

Calgary

Department C267 — Draperies, pictures, paints, wallpaper: MR. R. C. BADER, assistant.

MR. F. B. WALLS HONOURED

(Continued from Page Two)

Mr. Walls, a native of Northern Ireland, joined Eaton's in Toronto in 1909. When the Montreal store opened in 1925, he was appointed merchandise manager; in 1936 at the age of 41, he was made a director of the Montreal Company; in 1938 he was appointed general manager of the store, and in 1942 became vice-president of the Company.

Tribute to the high regard in which he is held was evidenced by the large numbers of telegrams and cables of good wishes which came from all across Canada and from the Company's far-flung buying offices abroad.

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Winnipeg Salutes Mr. Walls!

Here at Winnipeg we are also proud of Mr. Walls' distinguished career as an Eatonian, and the honours he has received for his contribution to the recent war effort. We join with Eatonians everywhere in wishing Mr. and Mrs. Walls continued good health and many sunny years ahead!



WHAT IS SMART AND

What constitutes a smart and CORRECT ensemble for the well-dressed gal of business who is meeting the public every day? Happily, there are a number of variations to the theme—a theme that is based upon the elements of good taste or, to use that overworked, but still most fitting, definition—"SMART SIMPLICITY."

Four Eaton girls (all experienced models) are pictured here showing examples of good taste in business fashions that are acceptable to the Company. These, and similar styles, help the business girl to have poise and confidence—to be well dressed, but never conspicuous.

SUIT YOURSELF! *Marjorie Graham* (city advertising) models a tailored business suit from the coats and suits department. Of grey wool worsted, this model has a five self-covered button fastening. The skirt has front and back pleat. Bias insets on the hips tend to "dress up" this suit which is in sizes 14 to 18.

THAT BASIC DRESS! A black basic dress of crepe is chosen by *Dorothy Tarrant* (blouses, top left, page five). The dress features a high, round neckline and the longer half sleeve. Three deep tucks across the bodice are again carried out in the hipline of the slim-fitting skirt. The dress is made in sizes 12 to 20.

SKIRT AND BLOUSE. Tailored, long-sleeved white blouse and black wool faille skirt are worn by *Dorothy Goodall* (blouses). The blouse which is of good-washing rayon crepe with pearl shank buttons, has a Dutch-boy collar with lace trim, as well as dainty tucks down the front. The skirt has an inverted full-length box pleat which is stitched on each side. Both are in sizes 12 to 20.

BLACK CREPE DRESS. *Geraldine McMullen* (ribbon counter, top right, page five) wears a black crepe business dress which features a plain bodice, a softly gored skirt and three-quarter length sleeves. Accent is obtained by the satin piping trim in a scallop design on the skirt.



CORRECT FOR BUSINESS?

The styles pictured above are only a few from which the business girl can choose. Suits are available in navy and black wool gabardine and wool charmaine. Collar suits with four and five-button fastenings accented by a slim-fitting skirt, are ideal. Both button trim and hand stitching are available on suits.

For dresses, rayon crepe, wool crepe, bengaline, faille, flannel and gabardine fabrics are all available in black, navy or dark grey. Two-piece and shirtwaist dresses are always good for business wear. Button trim, pocket interest and pleats are all popular on this season's business clothes.

In blouses, trousseau crepe, allure silk crepe, rayon crepe, jersey and cotton are all fabrics suitable for business wear.

HAIR STYLE and shoes are important in completing a truly business-like appearance. Hair should be kept in a style easy to look after and not extreme. The short haircut moulded to the head is a desirable one which is both youthful and makes a girl feel alert.

IN SHOES, black, navy or tan may be worn. Closed heels and toes in pumps or strap shoes are good footwear choices and a Cuban or medium heel is usually more comfortable. And you'll agree that even the most desirable business shoe will only complete a pleasing appearance if polished and in good repair.

AND WHAT OF THE MEN?

Shakespeare sums up for men in Polonius' advice to his son:

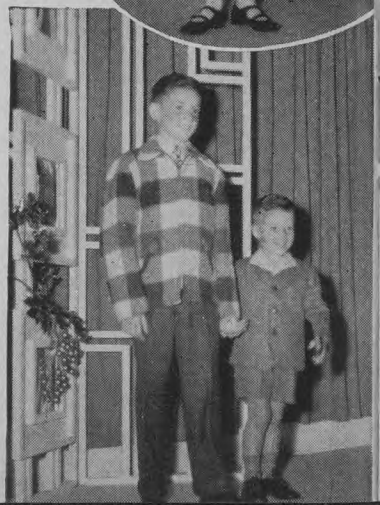
"Costly thy habit as thy purse can buy, but not expressed in fancy;
Rich not gaudy, for the apparel oft proclaims the man."

Men's dress, like women's, is subject to the whims of fashion, but to a much lesser degree. Fads are born and die in a day—but the well-groomed man ignores them. His clothes and shoes, while fashionable, do not challenge attention in cut or colour. He never looks in need of a shave, a shine or a hair cut.



Canada's Children Model New Fall Fashions

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See
Description
of
Pictures
on
Facing Page
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Young Canada Steps Out In Style For The "Back to School" Parade

Youth and the newest fashions were on parade Thursday and Friday, August 25 and 26, when Eaton's presented its juvenile fall fashion showing in the grill room. The audience was both large and appreciative, made up of parents interested in getting back-to-school clothes for the children, and the youngsters themselves, who seemed to enjoy the whole thing immensely.

The intriguing dresses, suits, coats and other ensembles which will be worn to kindergartens, elementary, junior high and high schools this fall were all shown. Models for the afternoon event were chosen from Eaton's Junior Council, Junior Executive, and Good Deed Club.

From the winsome little four-year-old to the eighteen-year-old teen-agers, all the models presented a pleasing professional showing. Clutching windmills, balloons, and each others hands, the younger set showed their audience the bright plaid skirts, twin sweater sets, and three-piece coat sets to be worn this fall.

Commentator for the fashion showings was Miss Hazel Cooper (juvenile wear) who was charmingly decked out in a grey corduroy dress with bright green accessories, all fall fashion musts.

The gay outdoor life of Canadian youth was depicted through the new fashions for fall. All the vitality, color and drama has been transferred to the clothes they will wear. This was certainly demonstrated by the ensembles shown which seemed to blend in with the healthy complexions and sparkling smiles of the young models.

For the tinier children the new fall clothes offer an exciting adventure. From the bright coloured school clothes to the multi-ruffled party dresses, all are designed to delight their hearts.

Old man winter won't have much chance of a "nipping good time" when the younger set are decked out in the warm covert fall coats.

For the young men there are the "station wagon" coats and the grey and tan trench coats.

Teen-age fashions this fall are being shown in the bright colors all high-schoolers love—maple leaf red, green, navy, brown and grey. Coats feature the new cape collar, mouton trim, button and buckle accent as well as gay plaid lining and hoods which make them right for wear on campus or to the rugby field.

Corduroy for school and date dresses is the "smooth" choice for fall. Complete with coat, neat head-fitting hat, and bag and gloves to match, any teen-ager will be ready for fall and school.

And the boys can't help but be proud of the novel "airliner" shirt modelled for the fall showing. With a zipper that goes from under arm to collar, they will make any fellow the envy of his friends.

Behind the scenes were Miss G. Clark and Miss S. Johnson, assistants, juvenile department, who saw that the fashion show went off smoothly. Mr. Paul Maitland (boys' furnishings) was in charge of the male models.

Models included Clara McIntyre, Doreen Morrison, Helen Kerr, Joan Russell, Roberta Clark, Carol Hargreaves, Geraldine Taylor, Dorothy Vernon, Jeanette Roberts, Leanne Jones, Marion Mitchell,

Billy Trotiak, Johnny Sidden, Harvey Resnick, David Jandrick, John Graham, Gary Gross, Paul Ross, George McCoy and Stewart Johnston.

Complete with cowboy outfit and high-heeled boots, Edward Slot of the Good Deed Club, played "Buttons and Bows" on his accordion during the afternoon. Tommy Laidlaw, one of our most gifted pianists, accompanied the models.

* * *

Description of Pictures on Facing Page

Top row—left: Dorothy Vernon and Jeanette Roberts are ready for school in their fall tunics. Dorothy has added a blazer to complete her ensemble. Right: The models line up for their "curtain call."

Second row: Edward Slot playing "Buttons and Bows."

Third row—left: Doreen Morrison wears a fall coat of covert cloth. Center: Harvey Resnick and Marion Mitchell are ready for those cool September mornings of early fall. Right: Marion Mitchell again, complete with book for her fall studying.

Lower row—left: Carol Hargreaves and Geraldine Taylor wear matching ensembles of bright Tartan skirts complete with giant safety pins, and twin sweater sets in yellow. Centre: Listen to the boys whistle when Joan Russell comes down the street in her mouton-trimmed coat for fall. Right: Paul Ross wears an "Eisenhower" jacket while Billy Trotiak is more interested in the audience than in the back-to-school suit he is modelling.

Visitors From Vancouver

Harry Craik and Cy Scarr, two former Winnipeg staff members now with the Company in Vancouver, visited the Gateway City last month. Nice to see you both again!

Our sincere sympathy to Harry in the passing of his father—the sad mission which occasioned his presence in Winnipeg.

SORRY, FOLKS!

In reporting the wedding of Miss Marcia Radford (sporting goods) we got our information slightly "pied," as the printers say.

Marcia's marriage date was set down as July 24 and we said her gift from the department was a comforter. The date should have read September 24 and the gift was a pair of table lamps. However, by this time Marcia is a blissfully happy bride and we hope to be forgiven.

HOMEMAKERS' PAGE



Hello, all you homemakers! Whether you are wives of Eatonians or Eatonians yourselves, this page is for you. It is designed to give you the new slants on food and household time-savers which have been gleaned from around the store.

October means fall and fall means school days. To most mothers that brings to mind lunches. How many of you mothers and business girls, too, dread fixing lunches. Nothing can be duller eating than a lunch that's packed without care or imagination. Often a new zip can be added just by a different sandwich fill. Here are a few that Miss Louise Martin, B.Sc., H.Ec., grill room dietitian, suggests. One of them may give just the tang you are looking for.

Sandwich Magic

The first is creamed cheese with a little chopped bacon added; or how about salmon with grated carrot? Then there is finely chopped cooked meat with mustard which has been mixed with softened butter. Deviled ham, mashed hard-boiled egg, seasoned with chili sauce and moistened with salad dressing also makes a delightful combination; and what could be nicer than chopped raisins, figs and prunes, moistened with mayonnaise or lemon juice!

For you cheese connoisseurs, Miss Martin suggests cottage cheese with pickles, olives, nuts or pimento. Sardine and celery moistened with lemon juice makes a different sandwich fill, as does tuna fish mixed with parsley, lemon juice, seasoning and a bit of onion.

To use up that left-over liver, try mincing it, add chopped bacon, cream and salt and pepper. Peanut butter with banana and cream is easy to prepare and delightful to eat.

Varying the bread can also give your lunches an interesting twist. There are so many delightful varieties now on the market. Try using cracked wheat one day, rye the next, whole wheat graham, raisin, nut, brown bread, bran and many others.

Let's Entertain at Home

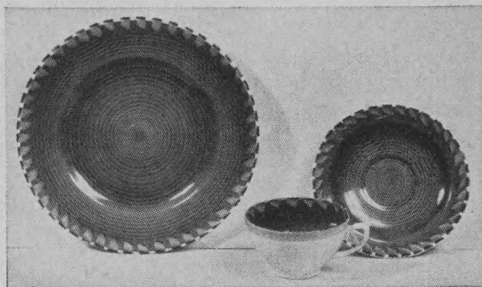
There is also a lighter side to food preparation. Now that fall is really here and everyone is settling down again from vacations, many of you are doubtless planning to entertain a few friends at home. Dainty cookies in varied designs are easy and fun to serve when you make them yourselves with the new *Mirror Cookie Press* just new in the hardware department.



New Mirror Cookie Press

An all-aluminum press, this cookie-maker involves a new screw process. All you do is drop in your dough, screw the top once and out comes a cookie ready for baking. Sticks, pinwheels, pretzels, bars, stars, animals and many other shapes can be made.

Eight



Those New "Susie Cooper" Dishes

And, thinking about entertaining, why not add sparkle to your dinner table with a new set of dishes. The "*Susie Cooper*" set which just arrived from England, is in bright "California colours," has a pin-wheel design which terminates in a lace effect at the edge. The china department has them in both the breakfast and dinner size sets.



A New Tie Rack, Sir!

For you wives who have to worry about "your lord and master's" ties, a new tie rack which keeps them in place, is now on display in the notions department. This rack, which is made of a moulded composition with a wood-like finish, is painted in clear colours and has a pressed design at the top. Ten swinging metal racks hold the ties, making it easy to take one off without disturbing the others. This moulded composition has also been used for small animal wall plaques containing thermometers, so handy and attractive for a den.

A New Guest Towel, Mr. Man!

For the men who object to the dainty little guest towels they come across on their evenings' out, there is a new one on the market, sturdier, more absorbent and yet every bit as attractive. Made from terry towelling, these guest towels appeared at the first of October in the fancy goods department. Each towel is woven in a bright, clear colour, red, blue, green and so on. It is hemstitched, fringed and about 12 by 22 inches.

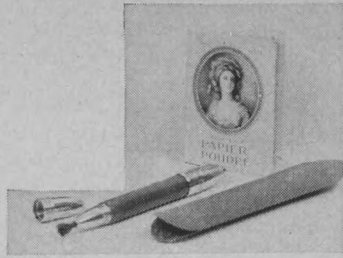


Boudoir Dolls Are Back

To add interest to your bedrooms, the fancy goods department again have the alluring *boudoir dolls* which haven't been on the market since 1939. These dolls, which are ready to make up, come in two head sizes and body sizes. You can dress them in any dainty and frilly dress you choose. Truly a crowning touch for your bed!

Balance Your Diets

The most important thing to remember in preparing a lunch, says Miss Martin, is that an adequate diet includes four food essentials. These are energy foods, protein foods, protective foods and water. The energy or starch and sugar foods can be found in butter, lard, bacon and edible oils. Meat, fowl, fish, milk, cheese and eggs are all protein or building foods. The protective, or vitamin and mineral foods are found in a variety of fruits and vegetables. And don't forget that necessary water. For health, the average person should drink six to eight glasses a day.



Nailfarb For Your Purse

And just a couple of beauty aids to finish things off! The drug department has a new all-metal fingernail polish applier. Finished in red or blue, this *Nailfarb*, as it is known, is a tube enclosing a camel's hair brush. The nail polish is poured in at the top. To touch up your nails, a press on the end of the tube brings out the brush covered with polish and ready to go. The *Nailfarb* has a plastic matching case and is just the thing to carry in your purse.

* * *

Many of you will remember the powder paper which was on the market some years ago. A booklet of this "Papier Poudre" is just now back in the drug department. From England, and in a rachel shade, the powder paper can be slipped into a purse. It is ready at any time to touch up a busy career girl's make-up. The men like it, too, as it's handy after shaving to give the face a cool, clean feeling.

"THEY BOUNCE"!

Eatonians Are Asked to Keep on the Alert for Those Counterfeit \$10.00 Bills

Counterfeit Canadian TEN-DOLLAR BILLS are being presented in various Canadian cities. Please examine carefully all ten-dollar bills tendered in business transactions.

HERE'S HOW TO TELL THEM!

1. All genuine bills show small green spots embedded in the bill. These are missing from counterfeit bills.
2. The red serial number of a counterfeit bill will smudge if a wet finger is rubbed over the surface.
3. On the counterfeit bills it is sometimes difficult to read the words, "WILL PAY TO BEARER ON DEMAND," which are located under "Bank of Canada."
4. Although the paper of the counterfeit bills is considered to be good, it lacks the linen texture of a genuine bill.

If a ten-dollar bill which is considered to be counterfeit is received, the investigation department should be telephoned at once. If possible, retain possession of the bill, but do not complete the transaction.

The majority of people who pass counterfeit bills are unaware that the bill in his or her possession is counterfeit, and probably received the counterfeit bill as "change" from a previous business transaction.



Hail The Brides!

*"Hail the bridegroom—hail the bride
When the nuptial knot is tied."*

Top row—left: Wedding bells rang for Miss Emily Semenchuk (mail order packing) on September 3 when she became the bride of Mr. Fred Storeshaw, at the Russian Orthodox Church, Noral, Man. Centre: Beatrice Wilmot (misses' dresses) became Mrs. George Marcell on August 27 at St. Matthew's Church. Right: St. Alphonse Church was the scene of a wedding August 16, when Miss Pat Query (shopping service) became Mrs. Charles Doyle.

Second row—left: Miss Mary Losky (expense office) was a bride of August 16 when she married Mr. Alexis Jaquet in Westminster United Church. Right: Mrs. Ken Conn was formerly Miss Eleanor Phillips (mail order copying). She was married August 27 in St. Paul's Lutheran Church.

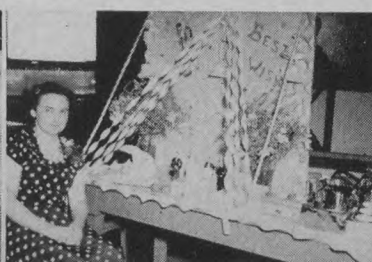
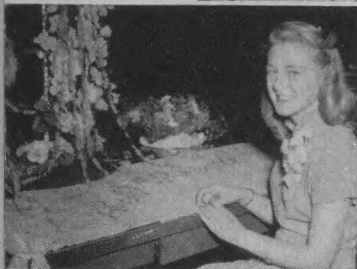
Third row—left: August 27 was the date chosen by Miss Vivian Johnson (mail order packing) to become Mrs. Alwyn Robert Jenkins in the Alliance Tabernacle. Right: Miss Irene McDougall (mail order stationery) became Mrs. James Short at Morse Place United Church on August 27.

Fourth row—left: The wedding of Miss Winnifred Smith (mailing list) and Mr. Gordon Bennett took place in Home Street United Church on September 2. Right: Miss June Free-land (mail order copying) married Mr. Ralph Anderson in St. Paul's United Church on September 3.

Fifth row—left: Mrs. Douglas Potruff was formerly Miss Lee Maskiew (mail order copying). She was married September 3 at Knox United Church. Right: Miss Mary Bellons became Mrs. B. Laramie at Broadway Baptist Church on September 3.

Sixth row—left: The mail order packing said good-bye to Miss Mary Wishniwicki during August when she left to become the bride of Mr. Nick Winchac at St. Vladimir and Olga Church on August 27. Right: Miss Norma Boyce (mail order copying) was married at the home of Rev. Dr. Duckworth on August 27 to Mr. Cecil Brown.

Lower row—left: Miss Millie Mackie (alterations) chose August 20 as her wedding day when she became Mrs. Frank Hale. Centre: Miss Noreen Black (mail order children's wear) married Mr. Leslie Forbes at St. Jude's Anglican Church on September 3. Right: Miss Edith Holst became Mrs. Jimmy Simmonds at St. Matthew's Church on August 19.



Each month our Company honours a new group of Eatonians who have completed long service records. Why do so many people work 40 years, 35, 30 or 25 years with one Company? Not because they have to. Not because the Company has to keep them.

The answer must be that these Eaton employees like their work and do it well. And it must be that the Company recognizes them as loyal, valuable and experienced staff members, well deserving of the honours and the benefits they enjoy. "Many happy returns" to those listed in these pages!

FORTY YEARS WITH EATON'S

Anniversary Honours For Jack Johnson

(Head of Department, Mail Order Gloves and Hosiery)

That four decades—or nearly fifteen thousand days—with the Company has been rolled up by Mr. Jack Johnson, head of department (mail order gloves and hosiery), is hard to believe, judging by his youthful appearance and especially by that iron grip when he shakes your hand. But the official record says so, and moreover, August 26 was his anniversary. Mr. Johnson's staff presented him with a mantel radio to mark the occasion.

Born in Winnipeg of Viking ancestors, husky Jonas George Johnson soon became "Jack." In his earlier years he starred in various sports, especially big time lacrosse, as a member of the Victorias, Wanderers, Wellingtons and Nationals. Always the biggest man on the team, he was promptly tagged "Moose." This title is still remembered by sports fans of yesteryear who recall that "Moose" Johnson was a gallant stick-handler who took more punishment than he dished out. With the hosiery since 1919, Mr. Johnson previously served with the millinery and ribbons.

"I used to have hobbies that kept me out several evenings a week—until finally my wife asked me if I would know my own kiddies in a crowd—all I play now," added Mr. Johnson, "is the radio!"



Alex Cassie Completes Fortieth Milestone

When a fellow loves to dabble in home carpentry as a hobby, what gift could make him happier than a drill press to round out his power tools! Such was the gift presented to Alex Cassie on September 11 in honour of his completing 40 years with the Company.

Mr. Percy Blakeman, supervisor (drugs), made the presentation on behalf of Mr. Cassie's fellow workers. A lovely bouquet of roses was sent to Mrs. Cassie as her share in the honours.

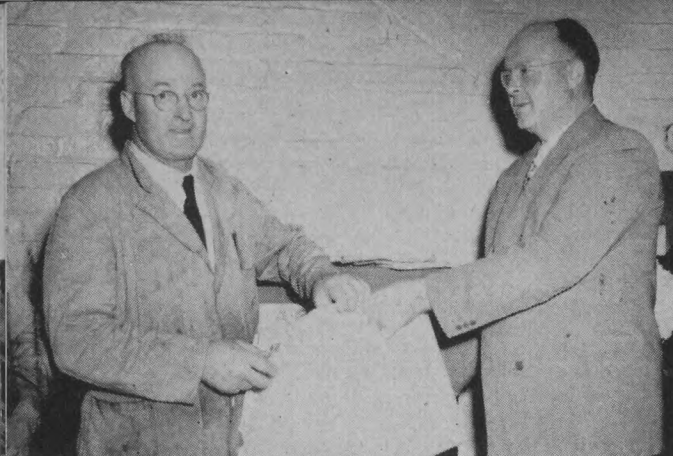
Ontario born, Alex Cassie has been in charge of the soaps section in the foodateria for thirty years. He is proud of having one of the longest service records in the basement store and if you want to know anything about soap, just ask him, he's handled millions more cakes of it than most of us. A World War I veteran who was badly wounded at Lens, Alex is one of those loyal, friendly, home-loving Eatonians who are the "warp and the woof" of the Big Store.

Word has been received from Toronto of the sudden death of Mrs. Grace Tucker, wife of Mr. A. R. Tucker, who passed away on Tuesday, September 27. The sincere sympathy of Winnipeg Eatonians is extended to Mr. Tucker and family.

October's Bright Blue Weather

O suns and skies and clouds of June,
And flowers of June together,
Ye cannot rival for one hour
October's bright blue weather.

—"Saxe Holm"



Jim Fisher (left) is congratulated by his chief, Mr. A. Arnason



Les Cuthbert's anniversary smile

Thirty-Five Years With The Company

CHARLES J. FISHER

Presentation of a swank looking traveling bag was made to Mr. Charles J. (popularly known as "Jim") Fisher on August 31, by Mr. A. Arnason acting for the staff.

The occasion was Jim's 35th anniversary with Eaton's. In charge of the garage repair shop, Mr. Fisher was born in Bedfordshire, England, and served in World War I. He has always taken an active part in staff activities and is one of the most widely known members of Winnipeg staff.

Jim tooted the euphonium in bands and orchestras for over 30 years. However, he's given up the big blow and today he golfs and is a keen gardener. Mr. and Mrs. Fisher have a daughter, Betty, and one son, Charlie. Best wishes, old timer, from a host of friends!

Asked why she quit her job with a socially prominent family, the coloured maid explained: "There's to much switchin' of the dishes fo' the fewness of de food."

CHARLES L. CUTHBERT

"It has been a pleasure and a privilege to work through the years with those who comprise my department—they are tops!"

This tribute to his fellow workers was made by Mr. Charles Leslie Cuthbert (122) (generally known as "Les"), on the occasion of his 35th anniversary September 11. And we know Les meant every word of it, because he was always like that — boosting his fellow man — even when this scribe first met Les in a demobilization hut in North Wales back in March, 1919. We called him "Blondie" then.

As a token of affection, Les' associates presented him with a battery radio set on his anniversary day. "Something I always wanted!" exclaimed our hero with a boyish grin of delight.

Today Les Cuthbert is in charge of out-of-town trucking and is a popular figure with Eaton customers. In his leisure hours he's R.S.M. Cuthbert, 6th Div. Signals (reserve).

Mrs. Cuthbert was Margaret Agnew, 122 office (another case of propinquity). They have two children, Jack, third year "U" in architecture, and Joan, at school.

"Thirtieth Anniversary Salute"

Anniversary congratulations are extended to the following Eatonians who, during the past month, celebrated 30 years' service with the Company. All eleven of these people joined Eaton's staff during September, 1919.

MR. FREDERICK HARRIS (service groceries) September 4

MRS. MARIE AMISON (china).....September 8

MR. PERCY F. MORGAN (picture workroom)September 15

MR. BASIL CORDINGLEY (basement store)September 18

MR. ARTHUR E. BROWN (elevators)September 22

MR. DAVID MORROW (mail order packing)September 24

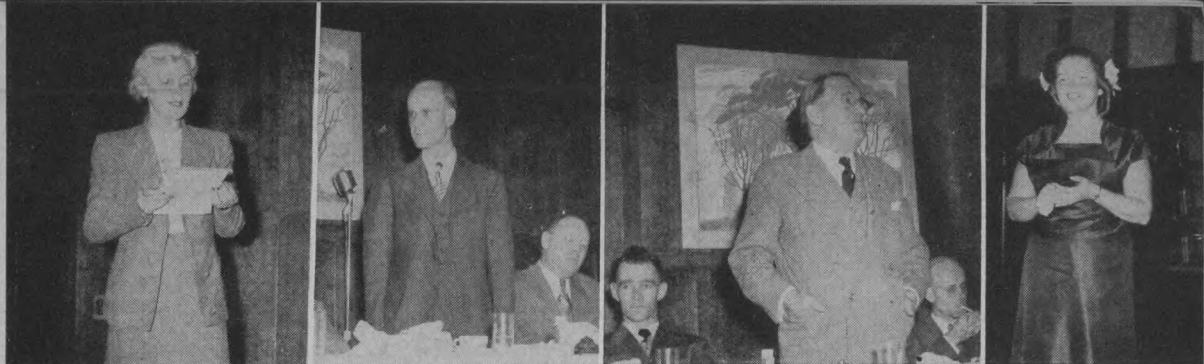
MISS GUDBJORG EINARSSON (mail order men's shoes).....September 25

MISS FLORA M. SIBBALD (mail order cashiers)September 26

MR. PERCY WM. THOMPSON (mail order laces).....September 26

MR. GEORGE DRUMMOND (men's clothing)September 27

MR. ALBERT S. PIPER (drivers).....September 29



Left to right: Miss Ruth Spurway reads "The Soothsayer;" President Bill McKerchar welcomes new members and also lauds the fine job done by his predecessor, Past President George Murray at right; Mr. W. G. B. Dailley addresses the meeting; on his left is Vice-President Stan Houston. Joyce Farmer's lilting soprano was a delight to all.

Assistants Swing Into Action

The importance of training younger members of our staff in the finer art of selling was stressed by Mr. W. G. B. Dailley, staff superintendent, in a brief but vigorous address to the Eaton Assistants on Thursday evening, September 15, in the grill room. It was the assistants first dinner meeting for the fall and winter season.

President Bill McKerchar welcomed several new members as well as Eatonians from out of town. Also present was a number of feminine assistants lending an air of charm and colour to the gathering.

With the Christmas sponsors' project and other important matters at hand, the association had a full agenda ahead of them, said Mr. McKerchar.

"Your success is measured only by the efficiency of your staff," Mr. Dailley told the assistants. The big store's increased services for its customers should be backed up by a skilled selling attitude. Veteran Eatonians retiring left gaps to be filled by younger people who must be developed. "Take time to show them how to sell their goods—to give them helpful criticism and to develop the team spirit," urged Mr. Dailley.

On the entertainment side, was a humorous but timely dissertation, "The Soothsayer," read by Miss Ruth Spurway. Songs by Joyce Farmer, accompanied by John Leman, were also keenly enjoyed.

WELCOME TO WINNIPEG

"I like Winnipeg's friendliness, you can feel it at every hand!" declared Mrs. Pearl Partridge of Eaton's, Victoria, who visited the prairies last month for the first time. In charge of personnel and employment at Victoria store, Mrs. Partridge was previously with Spencer's for seven years.

"I will never forget the wonderful kindness and co-operation given me by Winnipeg Eatonians," Mrs. Partridge told Contacts with a charming smile, as she left for British Columbia. Happy to have met you, Mrs. Partridge, and we hope your return journey was a pleasant one!

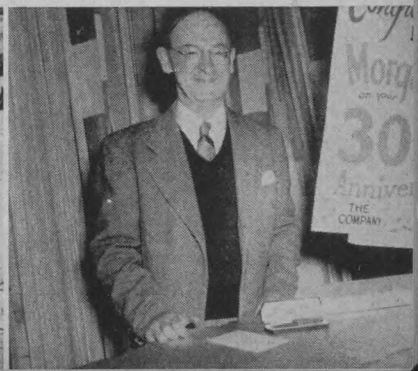
Thirty Years With Eaton's

MRS. MARIE AMISON (chinaware) affectionately known as "Amy" to her fellow Eatonians, was presented with a wrist watch on her 30th anniversary, an event of September 8. Born in Staffordshire, home of the china industry, "Amy" knows and loves fine chinaware.

CASPER SKELLY (mail order complaints) was surprised on his 30th anniversary, August 19, with a lovely torchiere lamp, a gift from the genial Cas' associates. A host of friends also extended their best wishes.

P. FREDERICK MORGAN (picture framing workroom) celebrated 30 years with Eaton's on September 15. when Mr. George Jacques, acting for the staff, presented him with a Sheaffer pen and pencil set. Mr. N. Gregg, head of department, added his congratulations. A gifted photographer, Mr. Morgan has made many contributions to Contacts and the press.

Left to right: Mrs. Amison is congratulated by Mr. V. Dancer; Cas Skelly; P. F. Morgan.





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

REGINALD M. MAYS

A breakfast party in the grill room Friday morning, September 2, honoured Mr. Reginald Montague Mays (fruit department) on his quarter-century anniversary. From his associates Mr. Mays was presented with a handsome piece of cowhide luggage by Mr. A. Alexander, supervisor, while Mrs. Mays received a corsage presented by Miss Stella Stephenson.

Mr. Mays has been in the fruit department since he joined Eaton's staff and in his own words has always found "working conditions at Eaton's something to appreciate."

Born in Brentwood, Essex, England, Mr. Mays has been in the fruit business since 1905. His hobby, of course, is gardening the only thing for a man who loves the fruit business as does Reginald Mays.

A skilled worker who strives for perfection even in times of rush, Mr. Mays is an Eatonian of whom we may be proud. So say all who know him!

Mr. and Mrs. Reg. Mays



Mr. Bill Martin (Brandon)



Mr. Alex Murray, supervisor, and Mr. Jack Roberts



Miss Jean Stoddart



Welcome to the Quarter-Century Club

WILLIAM H. MARTIN

(Head of Department, Men's and Boys' Wear, Brandon Store)

September 9, 1949, will long be remembered by Mr. W. H. Martin, head of department, men's and boys' wear. On arriving at the store he was ushered into Mr. H. R. I. McCausland's office and presented with the gold wrist watch that is awarded by the Company to Eatonians on the completion of 25 years' continuous service.

After receiving congratulations from all present he was escorted to his own department where, on behalf of the staff, Mr. Murray Slator presented Mr. Martin with a handsome automatic toaster.

At store closing came another delightful surprise. This was a chicken dinner party held at the Brandon Country Club where Mr. and Mrs. Martin were the honoured guests of the managers, assistants and wives, with Mr. W. McAllister presiding. Following the dinner, Mr. Martin gave a very interesting talk on his 25 happy years with the Company. From the first day as a helper in the candy kitchen where he wheeled in seven tons of jelly beans (incidentally receiving the nickname "Jelly Bean"), until the present time as head of department of Brandon's most up-to-date haberdashery.

JEAN DOUGLAS STODDART

A bonny bit of Scotland was transported to the economy homefurnishings section on Monday morning, September 5 (actual date, September 8), for the quarter-century celebration of Miss Jean Douglas Stoddart. Bright tartans decked the setting where the presentation was made.

On behalf of her associates, Mr. S. H. McNeill, head of department, presented Jean first with a Tam O'Shanter in keeping with the occasion, and then a mantel radio. In a broad Scottish accent, Jean thanked everyone for the gift as well as for the flowers and corsage.

Miss Stoddart, who was born in Edinburgh, Scotland, has been with the economy section since she joined Eaton's 25 years ago. All those years she has been commuting between Transcona and Winnipeg and Jean's associates consider it an outstanding record that she has never been known to be late.

A quiet, studious person, Jean Stoddart has made many friends during her years in the store who all join together to congratulate her on this special anniversary.

JOHN ROBERTS

It was open house at the home of Mr. and Mrs. John Roberts, Thursday evening September 8, when the boys of 143, 144 and 145 gathered with their wives to honour Mr. Roberts on his quarter-century anniversary. The boys had previously presented Jack with a smart gladstone bag, Mr. A. Murray, supervisor, doing the honours. Mrs. Roberts received a bouquet of flowers.

During the evening a further presentation of novelty gifts was made to Jack by Mr. J. Preece, foreman of the power house, on behalf of the boys.

Mr. Roberts, who is a fireman in the boiler room, has held that position for nearly all of his 25 years with the Company. He started with the maintenance where he remained for a few years before transferring to 145.

In World War One Jack Roberts served overseas as a sapper with the 43rd battalion, 85th engine crew.

Born in Peullheli, North Wales, Mr. Roberts has the old country love of outdoor sports with both boating and football included among his hobbies.

David Rosenbaum Receives Watch from Co-Workers

For the past 22 years Dave Rosenbaum has been a good and faithful workman with Eaton's, specializing in the making of awnings. Because of ill health, Mr. Rosenbaum decided to retire and on August 27 said good-bye to his associates.

As a parting gift, David was presented with a wrist watch, suitably engraved, as a memento from the drapery workroom staff. Mr. H. Cooper, supervisor, made the presentation and thanked David for a job well done.

"B" Class Championship

Fred Wingate (electrical washers, etc.) got a thrill the other day. When playing at Niakwa, he won the Eaton men golfers' "B" class (knockout). Congratulations, Fred!



HOWDY, PARDNER!

Eaton Visitors Entertained During Calgary's Famed Stampede

Mr. H. McNeill, manager of Calgary store, and Mrs. McNeill entertained for lunch at their home, out-of-town Eaton visitors who were in the Alberta city during the Stampede. The above grouping was taken on the lawn.

Back row, left to right: Mr. G. N. Hargreaves, Calgary; Mr. C. Botting, Winnipeg; Mr. F. Harris, Winnipeg; Mr. H. McNeill; Mr. N. Sands, Director, Toronto; Mrs. G. M. Eaton, Mr. G. M. Eaton, Director, Winnipeg; Mr. H. A. Steele, Winnipeg; Mr. D. Spence, Mr. J. Blair.

Second row: Mrs. H. A. Steele, Mrs. D. Spence, Mrs. C. Botting, Mrs. G. N. Hargreaves, Mrs. H. McNeill, Mrs. J. Blair, Doreen Blair.

Front row: Judy Steele, Nancy Eaton, Richard Botting, Gail Steele, Timmy Eaton, John Blair, Harvey Botting.

Inset: How! and How! Mr. N. Sands in Indian regalia.

ARE YOU A BRIDGE FAN?

A Warm Welcome Is Extended to You by the

EATON MEN'S BRIDGE CLUB

The Eaton Men's Bridge Club is giving thought to the forthcoming bridge season, and plans are under way for the starting of a schedule for the 1949-50 season.

You don't have to be a "Culbertson" expert to enjoy playing the game with fellow Eatonians, and many pleasant evenings' entertainment can be enjoyed throughout the winter season.

Schedules of games are arranged so that play will not interfere with your curling or bowling activities. Two weeks' time is allowed to play each schedule game, and games may be played at any time ahead of schedule. Games may also be played at players homes or, if preferred, at the Eaton Curling Club Room.

APPLICATION CARDS will accompany pay envelopes for expense departments on October 4, and for merchandise departments on October 7. Entries should be made in teams of two, but single entries will be accepted. Entries to be handed or mailed to any of the members of the committee not later than October 15, 1949.

The committee hopes to increase the membership to sixteen.

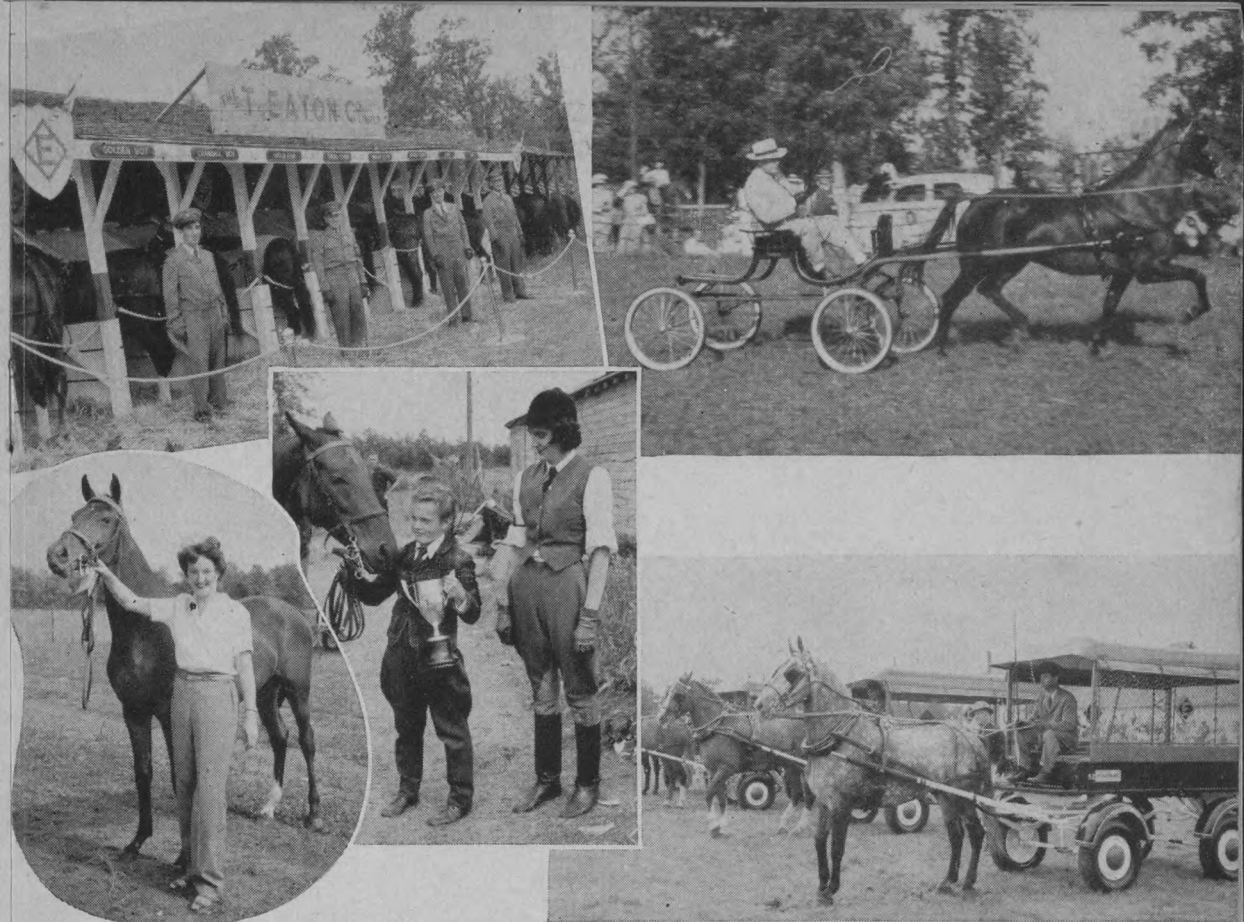
ship of the club this year, and if you are interested in the game, we extend a warm welcome.

The season is concluded with a wind-up bridge tournament at which time the season's winners are awarded the W. G. B. Dailley shield, along with other prizes for the winners of each group.

Further information may be obtained by contacting the various members of the committee, as listed below:

Store.....	V. T. Fotheringham (104)
Store.....	J. F. Syme (215)
Mail Order.....	T. Smith (28)
Drivers.....	D. S. Jones (151)
Printing and Warehouse.....	L. Wimble (1745)

—E. C. Loveridge, Chairman



Top row—left: The Eaton stalls gaily decked and smartly painted; the horses groomed to a "t" and looking like pampered racing thoroughbreds in their monogrammed blankets. Standing in front are drivers Alex Frankford, John Currie, Ed Anderson and Al Inglis. Right: **First place in the special light buggy class** was won by Mr. W. B. Pickard, who is seen piloting that lovely stepper "Gold Leaf." Dr. P. H. McNulty was second.

Lower row—left: Ethel Smith (lending library) and well known in Winnipeg's equestrian circles, proudly holds the bridle of her prize-winning "Denmark Stardust." This 16-month-old bay filly's mom was "Mertha Gaines," while her dad was "Denmark Red Squirrel." She was handled by Mr. R. McKerchar. Centre: This little lady of eight summers is Joan Land, Tuxedo Park Riding Club. Joan won the pony class with "Cadet." Looking proud of her pupil is Laura Jackson also of Tuxedo Park Club. Right: "Lucky," the handsome dappled grey in foreground, declares: "Luck had nothing to do with it. I won the driving display on points." Driver Alex Frankford thinks so, too.

In charge of the Eaton horses were Jeff Douglas and Jack Smith.

Four-Footed Eatonians Star at St. Vital Fair

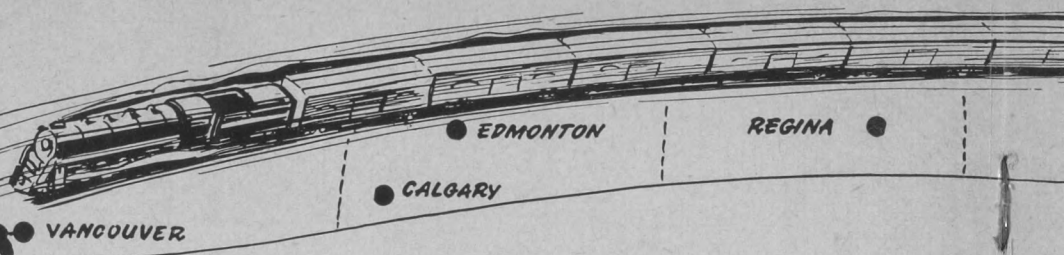
If, like many other Eatonians, you visited the 40th annual exhibition of the St. Vital Agricultural Society on Saturday, August 20, you must have felt a tingle of pride as our handsome, beautifully groomed horses stepped into the ring and won rounds of applause from the big crowd.

Always a "must see" for western fair goers, these Eaton beauties were sleek and shining from zealous scrubbing, brushing and polishing. Or as one enthusiast declared as he puffed on his cigar, "There goes the noble animal at his best."

True, from January to December these are just workaday horses that stop at your door but the ribbons and the glory they have brought to their stables speak eloquently of the square deal given these four-footed Eatonians. To their drivers and stablemen they are not merely animals, but faithful, willing friends to be loved, cultivated and cared for.

Visit the Eaton stables sometime and see the home of our horses. Without, 'tis a show-place of lovely landscaping and borders of flowers. Within it is a model of comfort—spacious stalls, well-stocked with good feed and nice clean bedding to rest in when day is done.

EATON'S TRANS



MONDAY, OCTOBER 3
TUESDAY, OCTOBER 4

The Biggest, Most Important Sale of the Year in Canada's Largest Retail Organization

Again the great Trans-Canada Sale flashes across the Eaton network, bringing untold benefits to many thousands of Canadian homes! A Sale that arrives on the brink of cold weather preparations, when helpful values are needed most!

WHAT DOES THIS SALE MEAN TO EATONIANS?

It Means That Across Canada Some 40,000 Eaton Employees Alone,
Will Benefit by Savings Aggregating Many Thousands of Dollars!

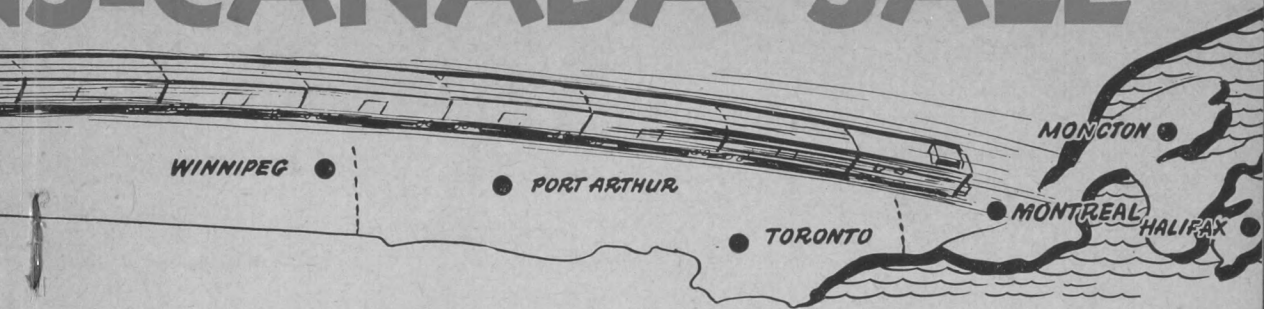
Long-Range Planning, Exhaustive Preparations!

Back of this Sale stands the resources of our Company, Canada's largest retail establishment; months of planning by the whole Eaton buying organization in the world's foremost markets; weeks of checking and testing by Eaton's Research Bureau; while the merchandise and advertising sections have each contributed their skill and experience!

The groundwork is finished! The huge assortments of value-packed
merchandise are ready! Now comes the challenge to Eatonians on the
selling front!

Let us play our part with equal enthusiasm—*Get your copy of the big 24-page flier—study the values, then you'll be ready and proud to give shoppers the kind of Eaton service that has made Winnipeg store and staff famous across Canada and beyond the border!*

IS-CANADA SALE



DOLLARS KNOCKING AT YOUR DOOR!

**28 Prizes for Best Answers
IN THE TRANS-CANADA**

QUIZ

1st—Merchandise Voucher Value	\$100.00
2nd—Merchandise Voucher Value.....	\$75.00
3rd—Merchandise Voucher Value.....	\$50.00
5 Prizes—Merchandise Voucher Value, each.....	\$20.00
10 Prizes—Merchandise Voucher Value, each.....	\$10.00
10 Prizes—Merchandise Voucher Value, each.....	\$5.00

FIVE PRIZES for "LUCKY QUIZ CARD" Numbers

Did you notice the number on the front of the Quiz card? It may be one of the five selected for a \$5.00 Merchandise Voucher Award.

(QUIZ ANSWERS MUST BE COMPLETED TO SHARE IN THESE AWARDS)

**Complete "Quiz Cards" Must be Turned into Your
Department Office Before 9 a.m. Monday, October 3**

**EACH EMPLOYEE ENTITLED
TO ONE ENTRY ONLY**

**WINNERS WILL BE ANNOUNCED
THE WEEK OF OCTOBER 10**

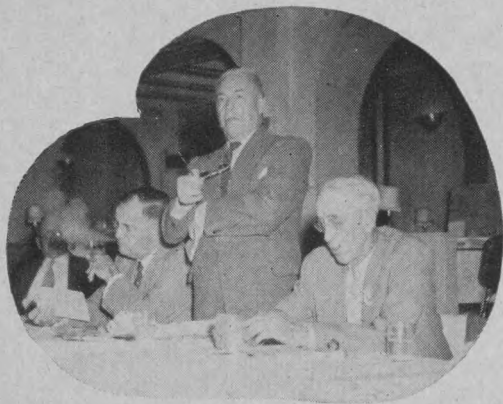


"Printing is a glorious and a noble art, a blessing Thou has reserved for mankind in these latter days. . . ."

—J. L. G. Ernesti, 1733.

256 YEARS WITH THE COMPANY

*Nine Printing Plant Eatonians
Honoured on Retirement with
Dinner and Presentations
at St. Charles Hotel*



Left to Right in Top Picture:

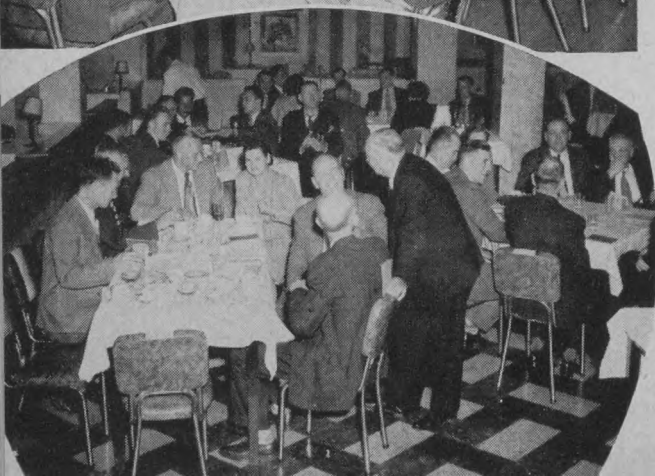
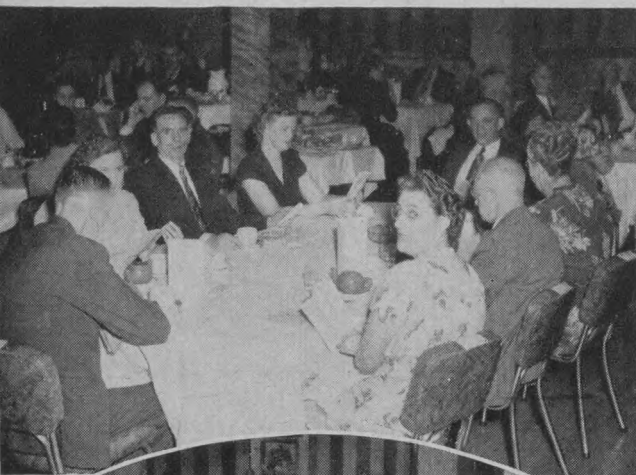
D. J. Lawson	C. Burns
W. B. Lane	Mrs. M. J. Jackson
R. J. Patterson	F. Watmough
H. Jackson	D. Emmonds
J. Lavergne	

Description of Other Pictures

Second from top: Mr. Jack Hughes, chairman, addressing the gathering. At left is Mr. W. G. B. Dailley and on the right Mr. A. D. MacDonell.

Third and fourth pictures give a glimpse of the gathering.

Lower right: Mr. Charles Burns accepting the gift of a fine camera presented by Supervisor W. D. McLaren on behalf of the printing staff.



RECENT RETIREMENTS

Printing Plant Honours Nine Retiring Members

To think of printing is to realize with awe the tremendous power this noble art has been down through the ages in the development of civilization—the wonderful benefits it has conferred upon mankind. Truly it has parted the curtain of darkness!

On Saturday evening, August 20, nine veteran members of the Eaton printing plant were tendered a farewell dinner at the St. Charles Hotel in honour of their retirement.

Those Honoured and Their Years of Service were:

Charles Burns, 32 years; James Laverigne, 32 years; David Emmonds, 30 years; David Lawson, 30 years; Harry Jackson, 30 years; Walter B. Lane, 30 years; Robert J. Patterson, 27 years; Martha Jackson, 23 years, and Fred Watmough, 22 years.

Mr. Jack Hughes, head of department, presided. Graciously welcoming the guests of honour, Mr. Hughes briefly reviewed their service and duties and expressed his personal appreciation of the co-operation each had given him.

Mr. W. D. McLaren, supervisor, in voicing his thanks to the retiring members, added that he was very proud of the printing plant's long-service records. "*These nine Eatonians,*" said he, "*have a combined service of 256 years.*" The printing plant was started in the fall of 1916, continued Mr. McLaren, and out of an average staff of 130 members 86 were members of the Quarter-Century Club.

Mr. W. G. B. Dailley, staff superintendent, spoke of the valuable part played by our printing department, stressing the major importance of the catalogue alone.

Mr. A. D. MacDonell discussed the notable sports records rolled up by printing plant members, especially in golf and curling.

Of necessity the printers were a few blocks distant from the store and mail order, said Mr. MacDonell. While for that reason we didn't see as much of each other, we were always proud of and interested in the printing plant's activities.

Gifts of Remembrance

Presentations were then made to the guests of honour by Mr. McLaren and Mr. Hughes on behalf of their fellow workers. The parting gifts were all handsome and lasting tokens of remembrance that will be treasured by these retiring Eatonians in the years to come:

To Mrs. Jackson went a Westminster chimes clock; to Robert Patterson, composing-room foreman, the gift of comfort, a big, restful easy chair; to Fred Watmough, Dave Emmonds and Dave Lawson, travelling bags de luxe; to Harry Jackson, a richly designed silver tray; Charlie Burns received a fine camera; Bert Lane, night press foreman, and Jim Laverigne, bindery foreman, each were presented with big console mirrors to enhance their living-rooms.

Responses were brief. In some cases they sparkled with wit or eloquence, but summed up, they bespoke loyalty, pride and satisfaction in the service of a great company; told of friendships made and cherished; of old associations that would be missed.

And so we salute these nine old timers, may their years be long and sunny!

* * *

Highlighting the evening was a musical program with Paul Munson and his guitar, and a song-fest led by Mr. G. Milton.

* * *

Also on the retirement list were two more Eatonians of the printing plant who had previously left for the west coast:

**Jim Fellowes.....30 years
Rhoda Savage.....28 years**

Presentations of a gladstone bag to Jim Fellowes, and a lovely wrist watch to Rhoda Savage were the parting gifts from their fellow workers.

Good-bye and Good Luck, JACK SWANN

After 27 years with the Company, Jack Swann (mail order staples) retired on August 15. In honour of the occasion, Mr. T. H. Hancock, head of department, Mr. R. J. Hearst and Mr. J. R. Holmes visited Jack at his home to present him with a parting gift on behalf of the staff.

Jack, who was born at Randalstown, County Antrim, Ireland, joined Eaton's staff in 1909. He left the service to farm for a while, after which he rejoined the Company in 1922 with the heavy hardware department. A few years later he transferred to the staples.

Although Jack is an ardent curler and a long-time member of the Eaton Curling Club, his spare time is largely devoted to visiting his fifteen grandchildren.

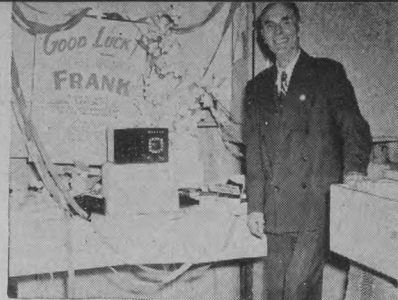
All the friends you made during your years with the firm join together, Jack, to wish you happiness and continued improvement in your health!



Elizabeth Crawford



Griffiths Evans



Frank Hayman



Jack Byrd (left) greeted by Norman McDonald



Sid McKay



Jim Fletcher (left) and Supervisor W. Wakefield



Charlie Sennett



Christine Brown



Sam Carson



Lower left: Bill Walsh and sister; Mr. and Mrs. George Paull.



Lower right: Bill Martin and wife with Tom Burns, group manager

RECENT RETIREMENTS

Forty Years of Courtesy

When CHARLIE SENNETT (elevators) decided to take it easy and build up his health, his fellow workers presented him with a big, restful easy chair and Mrs. Sennett with a lovely bouquet on August 27. Mr. Alex Bowman, head of department, acted for the staff.

Mr. Sennett is justly proud of his record of 40 years with Eaton's. Latterly he has been a despatcher on the main floor. Over the years Charlie has won many friends among customers and Eatonians alike for his pleasant and obliging manner. May your years of leisure bring back good health, Charlie. Such is the wish of your many friends in the big store!

"Who Loves a Garden ...

... still his Eden keeps, perennial pleasure plants and wholesome harvest reaps," writes the poet, Allcott. A great garden enthusiast, JAMES FLETCHER (grocery packing) retired on August 31 after over 36 years with the Company.

Jim is now looking forward to many sunny years of well-earned leisure indulging in his hobby. As a parting gift, Mr. Fletcher was presented with a well-filled wallet by Mr. W. Wakefield, supervisor, on behalf of the staff. A loyal Eatonian, and warm-hearted friend, Jim Fletcher takes with him the best wishes of his associates.

Good Bye "Brownie"!

When a gal named Brown finds herself known to all and sundry as "Brownie" it's invariably a tribute to her popularity. For 27 years MRS. CHRISTINA BROWN (drapery workroom) has enjoyed the affection of her fellow workers both in store and mail order. On August 31, Mrs. Brown retired from active work.

Thanking her for her loyalty, cheerfulness and valuable support over the years, Mr. Herb Cooper, supervisor, presented "Brownie" with a mantel radio. Born in Hazelridge, Man., Mrs. Brown began in the draperies, store. Later she instructed a class in lamp shade making after which she joined the workroom. A typical 100% Eatonian, "Brownie" will be greatly missed!

A Shower of Gifts for Elizabeth Crawford

A friend and loyal Eatonian is what the mail order sales room staff found in Elizabeth Crawford. So, when on August 31 she decided to call it a day, they gathered to wish her a fond farewell.

Flowers, placard and streamers all decked her desk for the occasion, centred on which was a gold engraved wrist watch, a parting gift from the department. Elizabeth received many individual gifts also, a make-up set, cups and saucers, a statuette, binoculars, doilies and handkerchiefs, from her friends in the store and mail order.

Born in Ireland, Miss Crawford came to Canada in 1915, and to Winnipeg where she joined Eaton's staff.

Always a true friend and a conscientious worker, she will be greatly missed. Good-bye, Elizabeth, and every good wish for your future!

Honours for a "Prince" of Wales

A genial shoe salesman and a native of Wales as his name implies, GRIFFITHS EVANS retired on August 31 after 20 years with Eaton's. Before that he was with Robinson and Co.

To show Mr. Evans how much they think of him, the women's shoes staff stood him to a party at the home of Mr. Jack Gargett, head of department. Here friend Evans was showered with a collection of gifts, games and what not to keep him busy when he's not putting around his home workshop.

The crowning touch came next day when Mr. Evans was presented with a lovely easy chair. So between games, his workshop and that inviting chair, you have a full agenda ahead, old timer!

Expert Hobbyist Retires

Although only eight years with Eaton's, engraver FRANK HAYMAN etched a place for himself upon the hearts of his associates in the mail order jewellery by his happy disposition. Deciding to call it a day after a long career at his engraving trade, Frank retired on August 27.

As parting gifts from the gang, Frank received a mantel radio and set of pipes. With these and an expert engraver's skill at model building, his leisure years will continue to be happy ones!



Top row—left: "General Office Choir" under the inspired direction of Bruce Sutherland, "gives" out at the dinner honouring George Paull and Bill Walsh. Right: A gay garden party for Bill Martin (staples) and Mrs. Martin (second and third on left) was held on the lovely lawn of Mr. Tom Burns' residence.
Lower row—left: Griffiths Evans (women's shoes) opens his cornucopia of gifts during a party at home of Mr. and Mrs. Jack Gargett. Right: Mr. Sid McKay (head of mail order cashiers) is presented with a coffee table by Mail Order Superintendent A. H. Young, acting for the staff, during a dinner honouring Mr. and Mrs. McKay.

Dinner Party Honours Sidney E. McKay

Forty-three years with the Company is the outstanding record of Mr. Sidney E. McKay, head of department, mail order cashiers, who, on September 17 was honoured with a dinner and presentation to mark his retirement. Mr. Jim Johnston, mail order operating, presided.

Presentation of a coffee table was made to Mr. McKay by Mr. A. H. Young, mail order superintendent, acting for the staff. A lovely bouquet of flowers was presented to Mrs. McKay by Miss I. Sutton.

Tribute to Mr. McKay's long career with the Company and his shining loyalty were made by various speakers. Mr. Young and Mr. Johnston spoke of the various posts held by Mr. McKay who had always had the Company's interests at heart and also enjoyed the affection of the staff.

Other speakers were Messrs. George Robinson, George Johnson, Fos Johnson and Ed Rogers. Tributes were also given by three former close associates, now retired: G. A. MacNeill, Harry Whitfield and Miss Ida Shove.

Mr. Jack Blythe led in singing the old songs during dinner and songs by Miss E. McBurney were also keenly enjoyed. Thus ended a farewell salute to a staunch Eatonian we're going to miss. The best of health and happiness to Mr. and Mrs. McKay in your well-earned leisure!

G.O. Salutes George Paull and Bill Walsh

On Friday evening, September 9, the general office gave a send-off to George Paull and Bill Walsh, two widely known Eatonians and gentlemen in the true sense of the word—who were retiring after a combined Eaton service of nearly 65 years.

The occasion was marked with a dinner and presentations at the Valour Road Legion Hall. Mr. Forbes Grassick made a gracious chairman. With him, at the head table, were Mr. and Mrs. Paull, Mr. Walsh and his sister, Miss Mary Walsh, Mr. Walter McNaught and Mr. John Brown. Representations of kindred departments were also in attendance.

Presentation of golf clubs was made to Mr. Paull by Mr. McNaught on behalf of the staff. Mr. Paull's loyalty to the Company and his gentlemanly qualities which have endeared him to all, were stressed by Mr. McNaught. George Paull had come to Eaton's on a temporary job but stayed 33 years and rose to assistant. A cheer greeted the remark that Mr. and Mrs. Paull were 47 years married.

Bill Walsh, said Mr. John Brown, is known and admired by Eatonians from Port Arthur to Vancouver. We'll greatly miss him in the general office for his unfailing courtesy during his 27 years' service, and he'll be missed over the western division where he won the confidence of all.

Mr. Walsh was then presented with an elegant travelling bag from the staff.

Mr. McNaught read a batch of telegrams from across the network and tributes were added by various speakers. A spirited sing-song, led by Bruce Sutherland, and dancing ended a grand evening.

A Tuneful Farewell to Sam Carson

Keeping pianos in their best tune has been Sam Carson's job at Eaton's for 20 years. During that time he has been a skilled and conscientious worker who has made many friends among his associates.

So when on August 31, Sam retired, the staff of 259, 260 and 360 wanted to do something a little extra special to show him how much they thought of him. Gathering in the seventh floor assembly hall, they presented Sam with a big, restful chair and footstool, with Mr. A. Wallis, supervisor, doing the honours. "To help you enjoy a well-earned rest," he said.

Best wishes go with you, Sam, may your leisure years be filled with harmony!

Garden Party for Bill Martin

Memories of a gay garden party held in their honour were carried to Victoria by Mr. and Mrs. Bill Martin last month. The party, held Wednesday afternoon, September 7, on the lovely lawn of Mr. Tom Burns' residence, was a farewell salute to Mr. Martin who retired after 27 years with the staples department. Arrangements were perfect.

Following a reception in the recreation room, a delightful turkey and ham supper was served on the lawn. A presentation to Mr. Martin of a handsome mantel radio was then made by Mr. Burns on behalf of the staff. In a gracious response, Mr. Martin warmly thanked Mr. Burns and his fellow workers for their kindness over the years. "Friendship can't be bought," said Bill, "it comes from the heart!"

Associates Honour Jack Byrd

Presentation of an easy chair was made to Mr. Jack Byrd, assistant, cartage, who retired on September 3. The gift, a token of remembrance from his fellow workers, was presented by Albert Tisdale, who spoke of Mr. Byrd's loyalty and efficiency during over 35 years with the Company. Mr. Tisdale also expressed his personal regret in the breaking of old associations.

A tribute was also paid to Jack by Mr. Norman McDonald, formerly mail order merchandise, now retired. Reminiscing, Mr. McDonald told of organizing the cartage division in 1913, when he had hired Jack Byrd because he heard that friend Jack once drove "six-in-one" in the circus.

Mr. Byrd plans a trip to California, but Winnipeg will be his home, for here he has a host of friends.

Eaton Angling Club Goes to Caddy Lake

You've Gotta Get Up Early to Catch Fish!

A trip was made on the week-end of September 10 to Caddy Lake by the Eaton Angling Club, when a busload of fishermen left at the unearthly hour of 3 a.m. Stopping off at the Locks to buy bait (some of which was bigger than the fish many of the fellows caught), these stout fellas arrived at Caddy Lake at 5:30 a.m.

In less than fifteen minutes the boys were scattered all over the lake. Some went into West Hawk and some into Sailing Lake, while others cast from the shore and travelled many miles by foot. Standing on top of the high rocks at noon you could see smoke from the camp fires as the anglers busily prepared their lunches.

At 4:30 p.m. we all returned to the bus as previously arranged, to weigh in the fish. A Northern pike weighing 11 lbs. and 35 inches long was pulled in after a half-hour struggle by W. Bailie who received the top prize. Second prize, a tackle box, went to W. Karpiak for latching on to a four and a half pound pickerel. Third prize, a Bronson reel, went to N. Bailie for the largest catch of perch.

A "Tall Story" club was formed on the way home, and Tom Aherne won and was presented with a small token of esteem by his envious fellow prevaricators.

More of these little sessions are in store, and though the fishing on the whole was not up to expectations, a grand day was enjoyed by all and it was the wish of those present to have more of these outings. We would like also, at this time, to thank our guests for their enjoyable companionship.

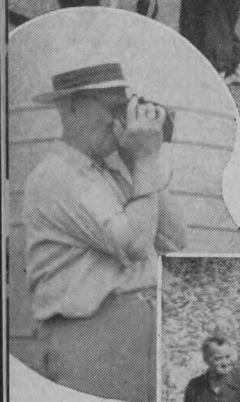
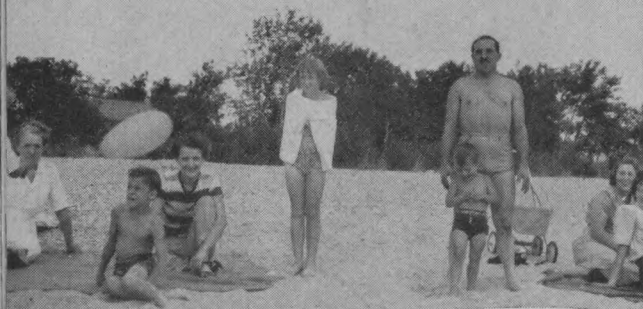
A great deal of thanks should be conveyed to

Norman Kaufman, the Greyhound bus driver, for the efficient and capable manner in which he handled the bus. Also a great deal of thanks is due to Jack Fail for his untiring efforts in arranging this trip.

The committee plan to hold meetings throughout the winter months and will obtain moving pictures and speakers from the Fish and Game Association. We hope to see a large turnout at our next meeting. Watch time office notice boards for further announcements.

Fishermen, get behind your Angling Club!





"Woodbutchers" Fiesta

Carpenters Hammer Out a Good Time

The store carpenters (known also as the woodbutchers) put away their glue pots on August 20 and with their wives and little shavers, took themselves off to Gimli for a picnic.

The fiesta was at the home of Mr. and Mrs. J. Ludlow who went all out to make the outing a real success. The boys, of course, took hammers with them, but the ladies used them in a spike-driving contest. Mrs. Lightfoot showed the men a thing or two.

There were races and novelty contests of all sorts ably conducted by C. Fernstrom and O. Vien. Then, of course, time out for eating, drinking pop, and plenty of ice cream. The boys washed the sawdust out of their ears in the lake and still had time to knock a baseball around a bit.

The weather was ideal; all enjoyed themselves and it wound up with shouts of "Let's do it again."

Credit is due to all members of the committee, including the head "woodbutcher" of 141, for making it a humdinger of a picnic.

* * *

DESCRIPTION OF PICTURES

Top row: *Supper time*—One of the tables set in the garden of Mr. and Mrs. Ludlow's home. Clockwise (with back to camera): Mrs. M. Mitchell, Max Mitchell, Otto Erickson, Joan O'Kapice, Mrs. J. O'Kapice, Joe O'Kapice, Johnny Lightfoot, Mrs. G. Lewkowich with young son, Leonard, and George Lewkowich, Dorothy Erickson, Ed Peterson.

Second row: Mrs. C. Fernstrom, Georgie Vien, Mrs. Les Mitchell, Ethel Fernstrom, Max Kaiser and son, Jan.

Third row: *Balloon race*—Doreen Mitchell, Mrs. Ted McSloy, Mrs. L. Wood, Mrs. Les Mitchell, Mrs. J. Lightfoot, Mrs. Len Rogers, Mrs. E. McDowell, Mrs. Geo. Lewkowich.

Fourth row: *Grocery scramble*—Mrs. O. DeJong, Mrs. W. Pattern, Mrs. G. Lewkowich, Mrs. E. McDowell, Mrs. L. Rogers, Mrs. C. Cheater, Mrs. C. Fernstrom, Mrs. Max Kaiser, Mrs. V. Minor, Mrs. A. Wagner.

Fifth row: Boss Sayre Blenkhorn shoots a few pictures for the album.

Lower row: *Spin the Bat race* (or where you get a "big head" at small cost). In foreground, Max Mitchell. Back row—J. Ludlow (also mine host), L. Rogers, J. Long, Obbe De Jong.

BOWLING EXECUTIVE (Top Picture)
Back row: Guy Cancilla, Tom Scott, Miss Doris Slack, George Bennett, executive committee; Alf Beavis, publicity.

Front row: George Firth, past president; Dave Mackie, secretary; George Murray, president; Ellsworth Sigvaldason, treasurer; and Pat Fellows, substitutions.

Missing from picture: Marie Thomas and Bill Stewart.

SCORE KEEPERS (Lower Picture)
Back row: W. Wiggins, Ray Lowe, Walter Mills, Elmer Caven.
Front row: Percy Cook, Bill Adams, Harold Brown.

Missing from picture: Lorne Jackson and Percy Smith.



Pin-Boy Chatter

By A. Beavis

Tuesday September 6, saw the opening gun on another season of head pins, corner pins, splits and other, sometimes freakish, antics of those maple pins and hard rubber (believe it or not) balls.

No doubt with the early start, overlapping still some of the holiday season, our substitution genius had his hands full turning out full teams as evidenced by the fact that some games were played with four and even three players per team. However, opening night handicaps are acknowledged, fellow bowlers, and now let's get out there and "strike 'em down"—or get your substitutions in early to Pat Fellows and help make his task a lot easier.

Division Standings as at September 13

DIVISION 1—Outlaws hold a slim one-game margin here over G.O. Joes, Set Ups and Pat Punchers, all in second place with 4 wins, 2 losses.

Pat Fellows held the spotlight with his high single of 399—nine strikes in a row! Other high scores were Jack Collett, 768 (345); Bill Maskell, 719; Lorne Jackson, 714 (335); Jack Wood, 705.

High score for gals was 695 (265) by Sissy Breckman.

DIVISION 2—Millwrights and Pushovers fight it out for the lead spot with 5 wins each and Lafalots are right behind with 4 wins, 2 losses.

Wally Mills boasted of a 792 (363) score and Guy Cancilla had reason to be proud of 707 (263, 268). Other high scores were A. Wright, 686 (287); T. Williams, 661; and W. Robertson, 663, for the men; while high scorer girls were Jean Roscoe, 751 (282); and A. Surbey, 627.

DIVISION 3—Although three teams made a clean sweep of three games each last time out, top teams, Boopers and Whodunits, lead with only a one-game margin over the Capitols with 4 wins. It's a close race all the way down.

Men and ladies both turned in good efforts and to mention a few, they are George Robinson, 754 (291); W. Liver, 756, 700 (294); G. Nelson, 720 (271); John Patterson, 648; G. Rosie, 648 (263); and Mae Manson, 645 (264); Mrs. Mary Montford, 620 (243); Miss D. Chisnell, 677 (270).

DIVISION 4—Here again the teams are running close, with Nationals one game up on the Penny Pinchers, Mixers and Telecos.

Jack Woodhouse ably supported the Woodbusters in third place with scores of 742 and 606, while Bob Smith added the spark to the Nationals with

742 (318) and 668. Other high scores were Jim Williams, 689; Elmer Freeman, 663; and George Murray, 610 (266); girls high were Miss F. O'Donnell, 621, and Miss Peggy Murphy, 616.

DIVISION 5—Alley Byes, Peepers and Fixers are pushing Wall Bees for first position with a one-game deficit and the Blazers are in third position. Split Atoms are having a tough beginning with 6 losses.

Bob McQuarrie paved the way for the men with 779 and 652, along with Blaine Buckboro, 745 (278); Bob Clemens, 630 (273); and Bill King, 611.

For the girls Edna Hunter was in good form with 657 (260); and Effie Howard produced a nice 332 single.

DIVISION 6—Majors hold their own with a clean sweep of 6 wins, with Five-Spots second and Wiggetts and B. Bees close behind.

Tops in scoring were Joe Leighton, 738 (275); George Niven, 710, 665; Stan Alson, 632 (270); and Joe Green, 620.

The girls have yet to produce a 600 total, highest being D. Chambers, 587.

DIVISION 7—The Eurekas and Stampeders both have a clean sweep of 6 wins each, two more than the second place Scrambles. Mazumas and Brownies come next.

Harold Rodgers with 692 and 606; Mel Jenkins, 670; R. Elleker, 669; Edward Obin, 667, were the outstanding men scorers; and Dorteia Hardiman, 621, with Pat Doyle, 613, led the fair sex.

DIVISION 8—Rip Saws, Red Hots, Zippers and Aristocrats lead the way in that order, with top team having 5 wins and 1 loss.

R. Simpson shot nice scores of 760 (364) and 645, and Elmer Caven produced a 646; while Doris Slack was next in line with a 629 total.

DIVISION 9—With the "basement" division King Pins sit comfortably with 6 wins and the Panthers, Snowballs and Admirals fight it out in that order.

H. Way and Percy Smith lead the men scorers with 705 (301), 641 and a 321 respectively, with Miss M. Douglas, 680 (257), and Miss Kent, 608 (253) sharing the ladies' honours.



See
Facing Page
for
Description
of
Pictures



Young Bill Hall Wins Seniors' Golf Tourney

Despite cool winds, a couple of soaking showers and the sun playing hide-and-go-seek with the clouds, the Seniors' Golf Tournament held on Monday afternoon, August 29, drew a field of one hundred golfers at Elmhurst. Players ranged from youngsters edging fifty to spry oldsters of seventy odd. 'Twas good, indeed, to see so many retired Eatonians making a play for the Dailley trophy and having the time of their lives.

Principal prize winners were:

Low Net and Champion—BILL HALL (painters),
a mere youth of 50 summers.

Runner-up—GEORGE DOUGLAS (carpets).

Low Gross—that great golfer despite his 75 years, **ALEX BLACK**.

Runner-up—J. MOBBERLY.

There were also numerous special prizes to add interest for all.

Vice-President Dale Stewart was in charge of the tournament assisted by Secretary Jack Meyers and committee.

A steak dinner wound up this annual outing during which prizes were presented by Mr. W. G. B. Dailley. Our staff superintendent had a special word of welcome for the retired Eatonians. He also thanked Mr. W. S. Bickell, Elmhurst president, for his kindness and helpfulness to Eaton golfers.

Singing the old favourites with Bert Kilgour at the piano, ended another memorable get-together of the "boys of the old brigade."

Who's Who in the Pictures on Facing Page

Top row—left: **The winnah!** Bill Hall (painters) (a young divot-digger just turned 50) is presented with the W. G. B. Dailley trophy by its donor. Right: And for contrast here's the oldest player, nimble Joe Farmer (right), 72 years young, who turned in a neat 95.

Second row—left: Golf president Bill Thomson with Walter McNaught and Henry Einarson. Centre: Golf secretary Jack Meyers (centre) with committeemen George Firth and Charlie Peters. Right: G. Lawrence, H. Poulin, S. Done, C. Peters, A. Clay and W. Ferrier.

Third row—left: Jack (World Series) McConnell (women's shoes, mail order) and Walter Bell (116). Jack, who has attended 29 world's series ball games, knows all the big stars of the diamond. That cap he's wearing adorned the head of Stan Musial, the Cardinal's famous batter. Centre: Parry Brigden, Sayre Blenkhorn, Bill Pickles and Bert Mitchell had a lot of fun. Right: Bill Gould, Jim Bloomer, Hugh Tait, Alex Black, George Lovell and Sam Williams.

Fourth row—left: "Curtain Call"—Charlie Peters, Dale Stewart, Jack Meyers, George Firth and Fred Eades. Centre: Vice-President Dale Stewart greets the gathering. Right: At the water hole—George Paull fishes for one that didn't get away. Fifth row—left: Locker room—Walter Scott, Bert Markes, Jack Fowler and "Red" Spencer. Centre: Stan Houston and Bruce McGregor handle the score sheets. Bert Kilgour, pianist, in centre. Right: The steaks were all the more enjoyable when served by these charming lassies.

Lower row—left: Bill Short, Walter Bell, Angus Osborne, George Robinson, George Johnson, Art Keeley and Jack Merrett. Centre: Bill Crooks studies his drive. Right: Jim Ward, F. Easton, Gordon Angus, Bill Webster, Ed Adey.

"This Flower—SAFETY"

"Out of this nettle danger we pluck this flower safety. . ."—Shakespeare.

The cameraman caught this scene on the fifth floor during "Safety Week." It shows Don Pope of the Mulvey school safety patrol, distributing Eaton safety badges to boys and girls.

The badges are designed for sewing on a windbreaker or sweater. Specially treated so they will glow in the dark, they're a protective feature when bicycling or crossing traffic-ridden streets.

Incidentally, Don is very proud that never since safety patrols were introduced 14 years ago has there been an accident in Mulvey school's area.

Twenty-nine





SALUTE TO A

VIVIAN KING—New Swimming Laurels

Winnipeg's famed young swim star, Vivian King (food-ateria) captured the Ontario championship in the mile event at Toronto Exhibition on August 27, her time being 25 minutes. Viv then went on to take the Canadian championship on September 3. Despite the choppy water, her time was 26 minutes. She also won the 100 yards free style in 64 seconds flat.

Vivian's new awards include the beautiful Rossgold trophy which is valued at \$2,500.00. A miniature of it appears at right. Mr. Tommy King, assistant (radios, mail order), Vivian's dad, is naturally very proud of her new achievement . . . and so are the fellow Eatonians of this great little Canadian swim star!



BASEMENT STORE

The girls of the basement store gathered at the home of Miss Jean Gan, cashier, during September, to honour a bride-to-be of the department, Miss Joyce Ross. Joyce, who is a member of the parcelling staff, was presented with a gift of linens. She was married September 17 in St. Paul's United Church. Best wishes for your future happiness, Joyce.

A speedy recovery is the wish sent from the basement shoe department to Mr. W. McCormack, assistant, who is recovering from a leg operation. Hope you'll be up and around soon.

Best wishes also go to Clifford Volrath (basement shoes) who has been on the sick list for some time.

The basement store really went all out on the bridal situation this month. Miss Margaret Watson (basement music) was also married during September. She became Mrs. Grant Webster on September 7 at St. Paul's Anglican Church. As a wedding gift from departments 260, 259 and 360, Margaret received a torchiere lamp with every good wish for her future.

Bon voyage, Alva! After 12 years with the basement store office, Alva Luff left recently to reside with her parents in Vancouver. The staff showered her with gifts and tokens of affection.



The basement store says welcome back to Mr. T. Carson, head of department, who spent his vacation fishing in British Columbia and Washington. He returned looking fit as a fiddle and with a new repertoire of fish stories.

A hamper of gifts was presented to Miss Helen Martin (basement hardware), who left during August to be married to Mr. J. Smythe (radio department). Miss Martin and Mr. Smythe were married in Elim Chapel.

Pat Warren (basement hardware) left August 27 for Calgary where she will make her new home. Before leaving she was presented with a handbag from her associates. Good luck, Pat!

* * *

MAIN FLOOR

The girls of the toiletries section of the drug department were the guests of Miss E. Powfenroth, Toni demonstrator, at a dinner, Friday evening, September 16. The dinner, which was held at the Fort Garry Hotel, was followed by a demonstration and slide pictures. Also present were Mr. W. McKerchar, assistant, and Mr. J. Ross.

The drug staff said au revoir to Mr. Bill Fortune who has been with that department 22 years and who recently transferred to vacuum cleaners on the third floor. Mr. Fortune has been the "Contacter" for the drugs for some time. Hope we'll still get news from you, Bill. Good luck and best wishes from the drug staff. In their own words, "We're certainly going to miss him."

* * *

SECOND FLOOR

It's not many girls who can boast of receiving their diamonds on a fire escape, but that is just what happened to Miss Peggy Muddeman (dress goods). Saturday afternoon, September 10, was when Peggy and Don MacPherson became engaged, and these days Peggy is beaming over the sparkling ring on her third finger, left hand. Don is a Winnipeg insurance man who seems to know how to sell his bill of goods.

Miss Dorothy Burman of the pattern department, left on September 17 to become the bride of Douglas Chapman. The wedding will take place on October 8 in Riverview United Church at 7:30 p.m.

On behalf of the dress goods and pattern departments, Mr. P. E. Odell (head of department) made a presentation of wool blankets to our bride-to-be. Dorothy's pleasant manner will be missed by many customers and friends who wish her good luck and happiness for the future.

PAIR OF CHAMPIONS!

AUDREY DAVIE—Highland Dancing Triumph

When it comes to the highland dancing, Audrey Davie (D.A. office) literally "floats" through the air. This is proved by the fact that Audrey was again acclaimed winner of the grand aggregate, St. Andrew's Society shield, for the fifth consecutive year at the Scottish Amateur Athletic Association's 43rd annual games at Polo Park on Labour Day.

Audrey, who is 20 years of age, has been a trophy winner since 1940 in the juvenile, junior and adult classes of highland dancing. The Labour Day win was Audrey's crowning triumph. On September 5 she also won the City Dairy challenge cup and the Telford trophy for the fifth consecutive year. The City Dairy challenge cup is the aggregate for the professional class, while the Telford trophy is given for the highest number of points in the sword dance. Out of six highland dances which Audrey competed in, she won five firsts and one second.

Audrey also starred last year in the Eaton Talent Quest. Miss Davie hopes to compete in her dancing outside of Winnipeg next year. Good luck, Audrey, and congratulations.



THIRD FLOOR

Mr. F. Harris of the grocery packing, celebrated his 30 years with the Company, September 3. On behalf of the staff, Mr. G. Douglass (head of department) presented him with a Sheaffer pen and pencil set, also a bouquet of flowers for Mrs. Harris.

D.A. Office Chatter

By E. Landsley

They said "Go west, young man, go west," but a certain young lady overheard and took their advice instead. Regina is the place Miss Maudie Scott has chosen to settle. During August, before Maudie left, Mr. R. Clark, assistant, presented her with a set of travelling cases as a token of remembrance from the staff.

Loverna Powell chose September 2 for her wedding day when she became Mrs. Cecil Goldhawk at All Saints Anglican Church. Before leaving on Tuesday, August 30. Loverna received a lovely living-room clock, presented her by Mr. Clark. Our very best wishes are with you both, Loverna and Cecil.

On August 28 the girls of the department gathered at Moore's to honour Miss Marion Steedsman at a breakfast party. Marion, who starts her training as a nurse on August 29, was presented with a corsage and an engraved compact from her many friends.

Fond farewells were said to Mrs. Jean Valentine when she left on September 3 to become a full-time housewife.

We are sorry to hear Marg Wallace's father had to end his holiday in the hospital at Regina. We hope he is feeling much better by now, and is on his way home.

Miss Zella Austin came back from her holidays glowing and happy. It wasn't all due to the country air, either. On her third finger, left hand, sparkles a very beautiful diamond presented to Zella by Garry Hobson on August 20. Best wishes to you both.

* * *

FOURTH FLOOR

Miss Beatrice Wilmot (misses' dresses) was the recipient of a gift of silver from the department during August prior to her leaving to be married. The presentation was made by Miss E. Hukkanen, head of department, on behalf of the staff. Miss Wilmot was married August 27 to Mr. George Marcell at St. Matthew's Church. (Picture on bride's page.)

Before she left, a group of girls from the store held a shower for Bea at the home of Miss Chris Einerson (wages office). Cups and saucers were presented to the honour guest.

Sincere sympathy is extended to Mr. and Mrs. E. H. Lee, of Victoria, on the death of their daughter, Mrs. D. Inches (Jane). Mr. Lee was formerly supervisor of the coats and suits department and is now retired. Mrs. Inches passed away Monday evening, September 19, in Victoria, and funeral services were conducted there on Thursday, September 22. Besides her parents, she is survived by her husband and two sons.

* * *

FIFTH FLOOR

There's a gleam in Hazel Cooper's eyes these days, a gleam that was put there by the same fellow who placed the gleam on her third finger, left hand. Yes, Hazel (juveniles) is sporting a very b-e-a-u-t-i-f-u-l-l! diamond from the lucky Mr. Paul Quinton. Best wishes, Hazel and Paul.

Welcome back to Miss Jean Murray (juveniles) who just returned from a three-month trip with her parents to Scotland and the continent. Bet you had a wonderful time, Jean! We're also glad to have Mrs. Lucy Wilson back. She is now fully recovered from a recent operation.

Best wishes for a speedy recovery go to Marg Adams (juveniles) who is in the General Hospital where she underwent an operation. We hope by the time Contacts goes to press, you'll be back with us, Marg.

The grill room staff extended congratulations to Mr. Bill Ingals (cooks) on the birth of a son. Bill is all puffed up with pride and both mother and baby are doing well. Mother was formerly Mrs. Kay Ingals of the grill room.

Miss Margaret Denny (fifth floor cafeteria) was presented with a lovely torchiere lamp before she left to be married during September. Mr. R. Love, assistant, made the presentation on behalf of the staff.

Presentations were also made to Mrs. Ena Pothur, Mrs. Amy Johnstone and Mrs. Ollie Terck who are leaving the department. Mrs. Pothur received a lovely bedroom lamp and Mrs. Johnstone a beautiful tablecloth. A smart overnight bag was presented to Mrs. Terck. Best wishes go with all of you.

SIXTH FLOOR

Wallpaper, Paints and Pictures

Congratulations to Andy and Ruth Connor who are the proud parents of a baby girl, Lucy Lynn, born August 12.

The department also said farewell to Andy who has been with us for 23 years. For reasons of health, Andy has left for the coast. As a parting gift, he was presented with a Sheaffer pen and pencil set. Mrs. Connor and the children will be joining him later.

Mrs. Gladys Boddy is spending a vacation in Knoxville, Tenn. Hope you have a good time, Gladys.

We are glad to hear that Alf Comer is home from hospital and hope he will be completely recovered soon. Good luck, Alf.

The staff of the department presented Mr. Jack MacDonnell with a pop-up toaster during August, prior to his marriage which took place August 20. Best wishes, Jack!

We are glad to see Frank Gibson and Bill Liver back after a three-week trip to Vancouver.

Miss Mary Losky (expense office) received a gift of china from the department before she left during August to be married. The presentation was made at a breakfast party which was held for her in the grill room, Tuesday, August 16. Miss Losky also received a corsage from the girls.

On leaving the expense office, Mary received a gift of linen presented by Mr. H. Einarson, head of department, on behalf of her business associates.

She became Mrs. Alexis Jaquet on August 20. (See picture on bride's page.)

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SEVENTH FLOOR

A gift of bedding was presented to Miss Pat Query (shopping service) before she left to be married during August. Mr. L. E. Summers, supervisor, made the presentation on behalf of the staff.

The girls of the office also held a shower for Pat at which she received kitchen utensils. Joint hostesses were Mrs. E. Whitehead (shopping service) and Mrs. Jean Nein, sister of the bride. The shower was held at the home of the latter. Best wishes, Pat!



George Hargreaves, our friendly doorman at the Graham Avenue yard receiving, is seen enjoying a holiday in B.C. with Mrs. Hargreaves. That lovely background is the terraced gardens at Revelstoke station.

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EIGHTH FLOOR

The girls of the city ad office held a luncheon in the grill room on Friday, September 2, in honour of Miss Marion McKee (copy writer) who was married during the month. Marion was presented with a luncheon cloth and tea towels from the girls.

Miss McKee became Mrs. Harvey Bachman on Saturday, September 10, at Westminster United Church.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Maisie McMordie, who has been out for some time, is reported to be feeling much better and we hope to see her back with us soon.

We are pleased to welcome back the Murray family after their recent European vacation. Sorry your holiday is ended, but glad to see you back!

On behalf of the girls, Mr. A. Bowman presented Elsie Malloes, well-known express elevator operator, with a set of Susie Cooper chinaware. Elsie left during September and our very best wishes go with you, Elsie!

On the morning of August 27, we bade farewell to Mr. Charles Sennett after 40 years' service. On behalf of the men, Mr. J. F. Cheale presented Charlie with an easy chair which we are sure he will enjoy. The girls also gave Mr. and Mrs. Sennett a bouquet of roses and carnations as well as a box of chocolates. Best wishes for health and happiness in the years that lie ahead.

Welcome to our department, Pauline Gogal and Lorraine Champayne. We hope your stay with us will be a pleasant one.

Margaret Robertson left September 10 to resume her schooling at Minnedosa. The girls presented her with a pair of stockings and best wishes for success.

Mail order operator Kay Chapman was the recipient of a lovely diamond over the long week-end. Kay is planning to be married during October. Our best wishes, Kay!

* * *

35 Lost Balls in One Afternoon

RADIO DEPARTMENT'S ANNUAL GOLF(?) DAY

Our first half day Wednesday of 1949 arrived with a bright sun and clear blue sky—perfect for golf. The stronger sex of the radio and refrigerator departments took full advantage of the weather and moved en masse to the St. Boniface Golf Course.

All those participating had a most enjoyable time. Even those who didn't play golf had a good time playing cribbage in the club house.

Mr. D. Smith, head of department, presented the prizes.

Les Brucegard won first prize for low score. (Score not available at time of going to press.)

Tom Bedwell won the highest score prize—172. (Maybe he was the only honest player.)

Joe Gresch won the prize for the highest individual score on one hole with 12 strokes.

Some highlights were: Russ Kehler putting for the hole that wasn't there! Russ was attempting a 35-foot putt. When he looked down his "pal" moved the pin six feet away from the hole.

Don Campbell could be heard a week after complaining "I still think I should be paid double for birdies."



SECOND FLOOR

Misses Mary Wishniwicki, Vivian Johnson and Emily Semenchuk all became brides during the past month. In honour of the occasion the department presented them with wedding gifts—to Mary, an all-wool bedthrow from the girls, and a silver bread tray from the department; to Vivian, a table lamp; and to Emily, a gift of silver.

All the girls are pictured on the bride's page. Best wishes to you, Mary, Vivian and Emily.

Fishy— But True!

Here's one that didn't get away—an 18-pound trout caught at Clearwater Bay on the July 1 weekend by L. J. (Bob) Clemmens (mail order time office).



THIRD FLOOR

Mail Order Budget Plan—On the evening of September 9, a wiener and corn roast was held some distance from the end of the Portage Avenue car line. About 50 attended and all agreed they could hardly wait for the next get-together. Hearty thanks go out to "Hank" Lawson for his splendid co-operation.

Farewells were extended to Joan Christensen and Norma McKelvey who left in the early part of September to resume their studies at Manitoba "U."

Pat O'Rourke left September 10 to begin her nursing training in St. Joseph's Hospital at Port Arthur.

Dorothy Beaver, Mrs. Hilda Karle and Rhoda Baker also left recently and will be missed.

Best wishes to Margaret Conway who came tripping into the office on the morning of September 15 with a sparkler.

FOURTH FLOOR

By J. Leighton

The handsome bachelor of the boys' clothing and erstwhile umpire of the Eaton Softball League, Mr. Wally Reid, was united in marriage to Miss

Patricia Coffey in First Presbyterian Church on Saturday, September 17. The happy couple chose Minneapolis as the site for their honeymoon.

On his last single day, Wally arrived at work to find his table suitably decorated in honour of the occasion. Mr. A. S. Parker made the presentation of a chenille bedspread and linen on behalf of the departmental staff.

We wish the Reids many happy years of good luck, good health and happiness!

* * *

FIFTH FLOOR

Miss Annette Hitchins, a member of department 67, was married on September 3 to Mr. Allan McLean in St. Margaret's Church.

On leaving, she was presented with a rose-quilted satin bedspread and drapes from her friends and co-workers.

We all wish Annette and Al the very best.

Congratulations to Mr. and Mrs. H. Slessor (nee Doris Walker, formerly department 60) on the birth of a son.

The staff of department 5 presented Miss Irene McDougal with a pair of peach trapper point blankets before she left to be married August 27. The girls of the department also held a shower for Irene at the home of Miss Vera Gatehouse. She received a lovely bedspread.

Irene became Mrs. James Short at Morse Place United Church. Best wishes! (Picture on bride's page.)

By R. J. Wood

Department 12—Terry Chaput left us Saturday, September 10, to be married on September 24 to Mr. J. Brodeur of St. Adolphe, Man.

On behalf of the department, Mr. J. Reay made the presentation of a chenille bedspread with the best wishes for her future happiness.

Several individual gifts from the girls in the department adorned her decorated table. The best of luck, Terry!

* * *

SIXTH FLOOR

By M. Middleton

Department 33—The girls of the department entertained at the Homestead, Thursday, September 1, in honour of Darby MacDowell, a bride-elect of September 10. Darby was presented with a mirror and a bedroom clock.

Saturday, September 3, Darby was the recipient of many lovely gifts from her friends in the department. Mr. I. Kilpatrick, on behalf of the staff, made a presentation of a chenille bedspread.

General view of the
weiner fest.



Photographers Surprise Vic Weston

The photographic staff put away their cameras and flash bulbs on Saturday evening, September 10, and with their boy and gal friends set out for a weiner roast. The event was held at Vic Weston's new California-style bungalow on the banks of the Red River.

The day happened to be Vic's birthday, a secret he thought he shared only with his wife. However, Vic got a big surprise when the gang presented him with a man-size birthday cake which they also thoughtfully ate since Vic was on a diet.

Lest Vic feel left out on the celebration, the gang presented him with a bran muffin, in the centre of which was one candle. Then, in keeping with the importance of the occasion, Vic was crowned with a feathered Indian headdress and dubbed "Chief Rain-in-the-Face-Hot-Dog." The evening ended with a gay sing-song.



Chief "Hot Dog" (Vic Weston) is presented his birthday bran muffin by Ray Gaunt and Ernie Morey.

We are glad to report that Proni La Monica is on the mend. Looking forward to seeing her back at work soon.

Our "Little Nell" made a flying visit to Weyburn over the Labor Day week-end. Nell says T.C.A. is the only way to travel. We wonder if its the flight she prefers or that it allows her more precious time with that wonderful B. F.?

Mary Sluserenko brought honour to our department as a member of the champion "Imps" baseball team.

* * *

SEVENTH FLOOR

By R. Hodgson

Miss Edith Holst left the dress department on August 13 to become the bride of Jimmy Simmonds. The wedding took place August 19 at St. Matthew's Anglican Church. A presentation of blankets and linen was made by Mr. C. R. Hind on behalf of the staff before Edith left. Best wishes for your future happiness, Edith and Jimmy.

Miss Noreen Black (mail order children's wear), who left recently to be married, was presented with a coffee table by the department before leaving. She also received a shower of pots and pans from the girls.

Noreen became Mrs. Leslie Forbes on September 3 at St. Jude's Anglican Church.

The girls of the department also held a dinner for Noreen at the Homestead on August 25 at which she was presented with a gift of linen (picture on brides' page).

By M. Pariseau and J. Johnston

Departments W10, W11, W46—Natalie Mytz left on September 10 to be married and before her departure she was the recipient of lovely blankets and towels. Our best wishes, Natalie.

On Wednesday, August 31, Isabel McBride left to train at the Salvation Army school in Toronto. She was presented with a Parker "51" pen from the department as well as many other gifts. We wish you the best of everything, Isabel.

Cupid shot some lucky arrows around departments 10, 11 and 46. The smiling girls that wear

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flashing sparklers on that "I will" finger are Clara DeJonkheere, Ruth Marshall and Lea LaLiberti.

The members of departments 10, 11 and 46 extend deepest sympathy to Miss Rose Palmer and her family, whose father passed away August 27.

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EIGHTH FLOOR

Our best wishes are extended to Mona Crittenden, who left department 117 on September 10. Mona's wedding to Bill Campbell, Pine Falls, Man., took place at St. Edward's Church on September 17. On leaving, Mona was presented with a gift of Revere ware by the department, and prior to her departure, a shower was held in her honour by Mary Moore and Jackie Hudson at the home of the latter.

Best wishes are in order for Myrtle Shewchuk who is the proud possessor of a beautiful diamond presented recently by Edward Semenic.

Our sincere sympathy is extended to Mrs. Jackie Hudson (department 117) on the sudden death of her mother, August 27.

By J. Baynes

Lorne Jackson's home was the scene of a stag held by the men of departments 118 and 118A, the occasion being Mr. "Cas" Skelly's 30th anniversary with the Company. Cas was presented with a Parker "51" pen on behalf of those present and all joined in wishing him many happy returns of the day.

Everyone is glad to know that Dave McFetridge's mother is recovering from her serious illness. Good news, Dave!

By Mary Ewing

Department 139 was honoured recently with a visit from their former head of department, Mr. C. Scarr, of Vancouver, B.C.

Another visitor to 139 was Mrs. J. Robison of New Jersey (formerly Mildred Fincham), and her small son, Lowell.

Clara Greenwood placed in the finals of "A" consolation in the golf. Nice going, Clara!

We are glad to hear "Crooner" Freeman has learned all the words of his favourite hit, "You're Breaking My Heart."

FORE! MEN GOLFERS!



Wedding bells rang for Miss Joyce Burrell and Mr. Steve Woloski on Friday, August 5, in the Blessed Virgin Church. A reception was held in the Empire Hotel following the wedding. Miss Burrell was presented with a torchiere lamp and a bedspread, with best wishes for future happiness, from her associates.

By W. Hamilton and M. Jenkins

Our deepest sympathy is extended to Pauline Solvason on the death of her grandfather.

Miss Irene Jentsch married Mr. Nick Wiebe on September 3 in Zion Lutheran Church. Best wishes Irene and Nick!

Dorothy Esselmont left on September 10 to become the bride of Loren McIntyre. The wedding took place September 24 in Transcona United Church. Before leaving, Dorothy received blankets and numerous gifts from the girls.

Congratulations are extended to two former cash cage girls. Mrs. P. Blythe (Jane McGurk) on the birth of a son. Mr. R. L. McGurk of the mail order drugs, is the proud grandpa. Also to Mrs. Joseph Plick (Aurelie Lalonde) on the birth of a daughter. The wee girl is to be known as Shelley Margaret.

Miss Anna Shamray left the department on September 17 to be married on September 22 in Augustine United Church. The groom was Mr. Roger Pallett. Before leaving, the girls presented Anna with a lovely mirror.

Two brides from the mailing list department, Miss Norma Boyce and Miss Winnifred Smith, were feted before leaving to be married. Norma was presented with a satin comforter by the department, while Winnifred received a lovely mirror.

Misses Irene McGregor and Helen Wacko entertained the girls of the department at a shower for Norma, presenting her with a gift of linen. A tea was held for Winnifred at the home of Miss Alvenia Low at which the girls presented her with linen.

Both girls appear on Contacts' brides' page this month. Best wishes, Norma and Winnifred.

Four girls from the mail order copying became brides during the past month: Misses Mary Bellows, June Freeland, Lee Maskiew and Eleanor Philips.

Department presentations were made to all the girls before they left. Mary received a lovely tri-light lamp and rug. June was presented with a tri-light lamp also, and Lee received a table lamp. Bedroom lamps were presented to Eleanor (pictures on brides' page). Best wishes to all of you.

A shower was held for Mary Bellows by the girls of the department before her marriage to Mr. B. Laramie. Miss Jean Vramich was the hostess and the honour guest received a gift of dishes.

NINTH FLOOR

Jimmy Black Gets 29 Hand

While playing crib with his noon-hour pals, Jim Black of department 28, received the thrill of his life when he was dealt the jack of diamonds and three fives. Then the five of diamonds was turned up.

Jim's partner was Norman Henry (department 5), while the opposition was Len Shaw (department 1024) and Bill Clay (department 143). Len Shaw was the dealer.

This is the second 29 hand this summer at this table, but don't worry, me lads, it was not the same deck of cards.

By H. Fotheringham

Wednesday, August 24, was corn roast evening for the notions and fancy goods. On the shore of the river around a huge bonfire, the gang sang many songs of yesteryear. Corn was, of course, the bill of fare.

One girl was let down easily, landing on a cushiony marshmallow. Soft touch, eh Ruby!

Although not announced on the evening's program, we might hasten to say that Mr. and Mrs. Mosquito were well in evidence all evening. However, everyone had a swell time.

Many thanks go to Aggie's folks, Mr. and Mrs. LaFlamme, for helping to make the outing a success.

By D. Dec

Department 28—We are proud to know the "Imps" girls' baseball team won the championship this season. Two of our staff were members—Miss Lillian Anderson and Mr. Frank Thompson (coach).

The bowling season is now in full swing, and to our department team, "The Meteors," we wish the best of luck and lots of strikes.

By M. McKenzie and L. Hantchuk

Our best wishes go to Miss Lillian Schimunek, a former member of department 9 staff, and Fred Kotowich, whose marriage will be an event of October 8, at the Lutheran Church of the Cross.

St. Vital was the scene of a bang-up weenie roast enjoyed by the gang in department 9 on Friday night, September 16. Accordion and piano music were very ably supplied by our friend, Mr. Carter Henry, and much credit for the success of the evening goes to Olga Wozny and Jean Puxty and her mom and pop who supervised the catering. Thanks, folks, and lets have another evening together soon!

By May Scott

At last, at last—the hosiery department held one outing before the summer disappeared. We chartered a bus and had a weiner and corn roast at Maple Grove, St. Vital.

It was a lovely day and some even ventured a dip in the river. Then a wee bit of volley ball and dancing rounded out the evening with a sing-song on the way home. A good time was had by all.

August 26 was a calendar highlight for Mr. J. G. Johnson, for on that day he reached his 40th anniversary with the Company. Congratulations from the staff, Mr. Johnson, with a wish that your future will be marked by as many pleasures.

"BEAUTIFUL BABIES"

Here is a sweet threesome of Eaton babies who are making their debut in Contacts this month.

At top is 6-months-old Nancy Ann Nikkel, daughter of Henry Nikkel of the warehouse furniture department.

At centre is the pride and joy of Charlie Aldous (118) and Agnes Aldous (formerly of 224). She is 11-months-old Sheila Jean.

Claire Louise Churcher, shown at left, is the 10-months-old daughter of Mr. and Mrs. Allan Churcher. Mrs. Churcher was formerly Miss Isabel Gray of Mr. L. V. Salton's office.



Brandon Eatonian Weds

Miss Gladys Howe, a popular Eatonian since 1941, said good-bye to her associates in the Brandon store on August 6, after being presented with a gift both from the Company and the staff.

"Gladdie" is now Mrs. Jack Webb, for on Saturday, August 13, she and Jack were married at a very pretty wedding in St. George's Church, Brandon. We are all going to miss "Gladdie," but our best wishes are with her for the future.

Jack and Mrs. Sproule dropped in on Contacts the other day to say good-bye. A well-known Eaton old-timer, especially around the mail order, Jack retired in 1947. The Sproules are taking up permanent residence in New Westminster, B.C.

In Memoriam

We extend sincere sympathy to the following Eatonians whose lives have recently been sorrowed by the loss of someone dear to them:

In the Loss of a Father

MISS L. RHEAULT (mail order exchange)
MISS C. WENER (beauty shop)
MISS A. BENDER (mail order children's wear)
MRS. M. KITCHEN (mail order men's clothing)
MISS R. PALMER (mail order children's wear)
MRS. N. BEXON (sporting goods)
MR. W. TODD (budget plan)
MR. D. SMITH (music)

In the Loss of a Mother

MRS. H. CARTER (millinery)
MRS. J. HUDSON (mail order correspondence)
MISS A. KAROTASH (mail order copying)
MR. R. PATTERSON (mail order children's shoes)
MISS T. BERNARDIN (printing)
MRS. D. MOFFATT (hardware)
MR. C. JENNER (printing)
MRS. H. GULLON (grocery order board)

In the Loss of a Sister

MRS. M. HEANEY (drugs)
MR. H. NIKKLE (furniture stock room)

In the Loss of a Brother

MRS. M. KELLAS (mail order packing)
MR. N. FINDLAY (furniture stockroom)
MR. N. EMERY (mail order jewellery)
MR. J. MOBBERLY (mail order packing)
MISS S. IVERSON (foodateria)
MR. C. CARSON (paint shop)
MISS H. BAZYK (mail order money returns)
MISS P. BAZYK (mail order sales room)
MR. W. G. B. DAILLEY (staff superintendent)
MISS B. MAYWOOD (lunch room)
MR. W. MARPLES (mail order packing)

In the Loss of Her Husband

MRS. M. CHERSKI (receiving room)

In the Loss of a Son

MR. W. REES (customers' decorating)

Journey's End

E. J. SMITH

The passing of Mr. E. J. Smith on Thursday, September 15, was learned with deep regret by Eatonians across Canada and especially the western division where he served as general auditor for many years.

"E. J.," as he was known to most of us, retired in September, 1943, after a distinguished career of 38 years with the Company. After several years residence at the west coast, he recently returned to Winnipeg.

Ernest John Smith was born in Bristol, England, 67 years ago. When a teen-age youth he served as a trooper in the South African War. From this experience he became an ardent horseman and until quite recently "E. J.'s" tall, military figure was a familiar one on the bridle paths of Winnipeg. He was also a skilled photographer and an active supporter of the Eaton Camera Club.

Surviving are his widow, two daughters, Mrs. J. E. Musgrove of Edmonton, and Mrs. M. L. Wiley of Winnipeg; three sons, Don L. (head of department, radios and music), Winnipeg, G. E. of Powell River, B.C., and J. C. Smith of Vancouver; his mother, Mrs. Richard G. Smith of Cadillac, Sask.; three sisters, Mrs. A. E. Cubbidge of Winnipeg, Mrs. C. Badger of Cadillac, Sask., and Mrs. Duncan Currie of Dover, England, and two grandchildren. Mr. Smith was laid to rest in St. John's cemetery with Canon G. W. Findlay officiating.



RONALD S. KNOWLES

It is our sad duty to report the death on Monday, September 12, of Mr. Ronald Spencer Knowles, assistant to Mr. D. Murray in the investigation department. He was 53 years.

Born in Emerson, Man., where his father farmed, Mr. Knowles was formerly with the immigration department at the border. He joined Eaton's on January 20, 1928, and in 1942 married Miss Jean Nichol (lingerie department).

Mr. Knowles served overseas in World War I and was wounded in 1917. He held the rank of major with the Winnipeg Grenadiers for many years, and also was a member of the masonic order.

"Ronnie," as he was popularly known to many of his friends, will be missed in Eaton curling circles and by a legion of friends over the store. "In his passing," said Mr. Dave Murray, "we of the investigation department, lose a loyal and efficient fellow Eatonian."

Surviving are his widow, a son, Ronald John, six years of age; a brother, Walter B. Knowles, Manitou; two sisters, Mrs. F. W. Mallett, Elkhorn; Mrs. A. F. Johnston, Invermere, B.C.

Our deepest sympathy goes out to Mrs. Knowles and family. Ronnie was laid to rest at Brookside cemetery, a large number of Eatonians attending to pay their last respects.



WILLIAM GILDERT

The staff of 132 join in expressing sincere sympathy to the Gildert family in the loss of their father, William Gildert, age 63, who was a night watchman with the Company for 16 years. Mr. Gildert passed away in Victoria Hospital, August 18, after an illness of nearly a year.

Born in Southport, England, he came to Canada in 1904 and joined Eaton's staff in 1933. Mr. Gildert's wife predeceased him in 1943. He is survived by a son, two daughters and two grandchildren.

I *Say it with Pride* **"I am a Salesman"**

JOHAN D. TEARSE writes from Dr. Ward's Medical Company, Winona, Minnesota, that in his opinion no good salesman need take a back seat for anybody. He wrote a piece for his guide book to Ward salesmen which runs like this:

"If you can take it on the chin when you must and keep going, you can say, 'I am a salesman.'

"If you can't bear to quit work even for a day because your customers will lose something by your not being there, you can say, 'I am a salesman.'

"If you are doing all you can each day to do a better selling job by serving your customers better, you can say, 'I am a salesman.'

"The man who can honestly say, 'I am a salesman' will gain in power and effectiveness and the rewards of life as time goes on.

"'I am a salesman.' Say it with pride and joy in your heart when you tell others! A top-notch salesman serves his fellow-man well or he would not be in the top ranks of his profession.

"Such a man can command the respect of the successful businessman, doctor, lawyer—anyone he may meet anywhere! He wouldn't be a leader among salesmen if he wasn't a real man, a worker, and the kind of person anyone would be glad to proudly call, 'My Friend'."

(From The Curtis "Courier," Hartford, Conn.)